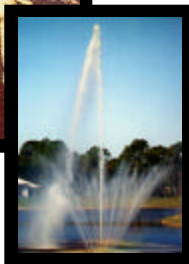


Cheshire *Bridge* Road Study



June 1999

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Mayor, City of Atlanta



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In conjunction with the

Cheshire Bridge Road Task Force

June 1999

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In loving memory of

Camille Sotis

December 30, 1944 - March 18, 1999

Without whose dedication, hard work, and faith in what Cheshire Bridge
Road could become, this study would not have been possible.

Vision Statement

Imagine a delightful street featuring shade trees, outdoor cafes, fountains, public art and an eclectic mix of restaurants, neighborhood businesses and specialty shops. This is the future Cheshire Bridge neighborhood, a multi-ethnic community that integrates open-air shopping, dining and entertainment with new residential development. At the heart of this neighborhood is the symbolic bridge overlooking South Fork Peachtree Creek. During special occasions throughout the year, the area comes to life with festivals. Below the bridge are walking trails reaching out to other intown neighborhoods. This vibrant and dynamic urban neighborhood is a place to live, work, shop, and play, a destination spot for visitors, and a convenient and safe neighborhood for residents.

Cheshire Bridge... the neighborhood that connects.

CONTENTS

Page

ACKNOWLEDGEMENTS

VISION STATEMENT

Chapter 1	INTRODUCTION	1:1
	Vision	1:1
	Action	1:2
	Process	1:3
	History	1:4
	The Future	1:5
Chapter 2	URBAN DESIGN OPPORTUNITIES AND ISSUES	2:1
	Streetscape	2:1
	Spatial Form	2:6
	Gateways	2:10
	Public Areas	2:12
	Maintenance	2:15
Chapter 3	MARKETING AND IMAGE OPPORTUNITIES AND ISSUES	3:1
	Market Image	3:1
	Tenant Mix	3:7
	Neighborhood Services	3:11
Chapter 4	TRANSPORTATION OPPORTUNITIES AND ISSUES	4:1
	Sidewalks and Crosswalks	4:1
	Bicycles	4:3
	Truck Traffic	4:4
	Automobile Traffic	4:6
	Public Transportation	4:10
	Parking	4:12
Chapter 5	LAND USE AND ZONING OPPORTUNITIES AND ISSUES	5:1
	Commercial	5:1
	Residential	5:4
	Mixed-Use	5:7
	Public Lands	5:9
	Industrial	5:13

Chapter 6	ENVIRONMENT AND OPEN SPACE	
	OPPORTUNITIES AND ISSUES	6:1
	Tree Cover	6:1
	Water Quality	6:3
	Wildlife	6:12
	Open Space	6:14
Chapter 7	RECOMMENDATIONS	7:1
	Introduction	7:1
	Urban Design	7:3
	Marketing and Image	7:11
	Transportation	7:16
	Land Use and Zoning	7:28
	Environment and Open Space	7:32
Chapter 8	ACTION PROGRAM	8:1
	APPENDIX	
	Existing Condition Maps	Appendix:1
	Other Maps	Appendix:2
	History	Appendix:5
	Visual Preference Index	Appendix:12
	Resource Guide	Appendix:19
	Preliminary Analysis	Appendix:29
	Field Work Analysis	Appendix:33
	Adult Business Map	Appendix:37
	Corridor Elevations	Appendix:39
	Business Inventory	Appendix:49
	Stormwater Calculations	Appendix:58
	Workshop Attendance	Appendix:59
	Zoning Summary	Appendix:61
	Acknowledgements	Appendix:64
	"Makeover of a Street" - <i>Atlanta Journal-Constitution</i>	Appendix:66
	City Staff	Appendix:69



Chapter 1

Introduction

Purpose

The Cheshire Bridge Road corridor is more than just a transportation corridor - it is a diverse community that includes residents, antique shops, restaurants, bars, and specialty retailers. The purpose of *Cheshire Bridge Road Study* is to strengthen, facilitate, encourage and direct the thoughtful and comprehensive redevelopment of the Cheshire Bridge Road community in a way that is sympathetic to the concerns of residents, businesses, property owners, and visitors alike. It is also intended to support the physical and symbolic reconnection of Cheshire Bridge Road with the surrounding residential neighborhoods, and, in doing so, improve the quality of life for citizens in the immediate area and throughout the metropolitan region.

Throughout the document the Cheshire Bridge Road community is referred to as "Cheshire Bridge", while "Cheshire Bridge Road" refers to the road itself and the businesses and parcels along it. This differentiation is critical, as the community includes residential and commercial areas that do not directly front on Cheshire Bridge Road.

Vision

No longer should Cheshire Bridge be seen as merely a road, but rather a community of residents and businesses. This new way of thinking is critical to the study process and the recommendations.

At its most elemental, the vision for Cheshire Bridge Road calls for a community whose pedestrian and neighborhood-oriented heart stretches from Lenox Road (south) to Piedmont Road. Within this area, neighborhood-oriented commercial services should be concentrated at the core, closest to existing neighborhoods. Several multi-family residential clusters will also run from just north of the bridge over South Fork Peachtree Creek, south to the bridge over the railroad tracks to provide customer base for businesses and encour-

age pedestrian traffic. Residential will also be strategically located above businesses within the neighborhood commercial areas.

From Lenox Road (south), north to Interstate 85 will be a more regional serving area and will continue its role as an interstate access point. However, it too will be more pedestrian oriented than today to encourage pedestrian activity from surrounding neighborhoods.

Action

To help this vision become a reality, several steps have already been taken. The Cheshire Bridge Road Task Force has asked the City of Atlanta to rezone portions of the corridor. The area south of Lenox Road (south) is proposed to be rezoned from commercial and industrial classifications to a proposed NC (neighborhood commercial) classification, which is tailored to meet the needs of neighborhoods like Cheshire Bridge. Certain single family residential areas adjacent to the proposed NC (neighborhood commercial) area will be rezoned to multi-family residential. The end result of this is to reduce the overall permissible commercial density to half of what is currently permitted, while encouraging multi-family development on certain parcels.

The City has also applied for a \$1.25 million TEA-21 grant from Federal Government to perform streetscape improvements from Piedmont Road, north to Lenox Road (south). This includes new ten feet wide sidewalks and a ten feet wide landscaped area with street trees between the sidewalk and the street. When these improvements are completed, the City will resurface and restripe this section of the road. Georgia Power has said that they will look into the feasibility of burying utility lines at such time as streetscape improvements are performed.

The Georgia Department of Transportation has also expressed an interest in performing similar improvements from Lenox Road (south), north to the interstate, including intersection improvements at the intersection of Cheshire Bridge Road with LaVista Road and Lindbergh Drive. To this end, this portion of the road has been placed on the Atlanta Regional Commission's Transportation Improvement Plan (TIP).

Process

The *Cheshire Bridge Road Study* is the result of twelve months of collaboration from May of 1998 through May of 1999 between business and property owners, concerned citizens, marketing and transportation consultants, and City of Atlanta Staff. Critical to this was the Cheshire Bridge Road Task

Force, a group of representatives from the various interests in the corridor, that served as the primary liaisons for their respective communities, and whose members worked hand-in-hand with City staff to plan for the corridor's future. Through countless hours of planning and discussion, as well as two daylong community workshops, the plan was developed to its full extent.



Figure 1:1 Community participation was central to the Cheshire Bridge Road planning process

Location

Cheshire Bridge Road is located in northeast Atlanta in the area bounded by Interstate 85, Piedmont Road, the Fulton/DeKalb County border and the Morningside-Lenox Park neighborhood. It lies halfway between Midtown Atlanta and Buckhead and affords exceptional access to the Atlanta region via Interstate 85, Georgia 400 and a system of local roads.

The Study Area includes commercial parcels fronting Cheshire Bridge Road or LaVista Road within the City of Atlanta, as well as commercial, industrial and residential areas located south of South Fork Peachtree Creek, west of Cheshire Bridge Road, north of Piedmont Circle and east of Interstate 85. See Appendix, Map 1.

The Design Area represents a smaller portion of the Study Area and is defined as all parcels of land fronting Cheshire Bridge Road and its gateways, as well as C1 zoned parcels within the Study Area that are contingent with C1 zoned parcels along Cheshire Bridge Road. See Appendix, Map 1.

History

While virtually all of the land within the Study Area is developed with commercial, residential or industrial uses, the Cheshire Bridge Road corridor was historically an agricultural area dominated by small, family farms. White settlers originally settled the corridor in the 1820s. Two of these early settlers were Napoleon and Jerome Cheshire, two brothers who owned farms on opposite sides of South Fork Peachtree Creek and connected their farms by a bridge known as the Cheshire Bridge, hence the name Cheshire Bridge Road.

The corridor remained agricultural until the early twentieth century, when suburban development began making inroads, particularly along the southern portion of Cheshire Bridge Road. At the Piedmont Road intersection residential and limited commercial development transformed the area. Commercial development also occurred around the intersection with LaVista Road and crept south until it was entirely commercialized by the 1960s and the surrounding farms and forests developed into residential suburbs.

With the end of this initial wave of development the area entered a period of stability that would last until the early 1970s, when suburban growth farther out began to drain the area's vitality. As time

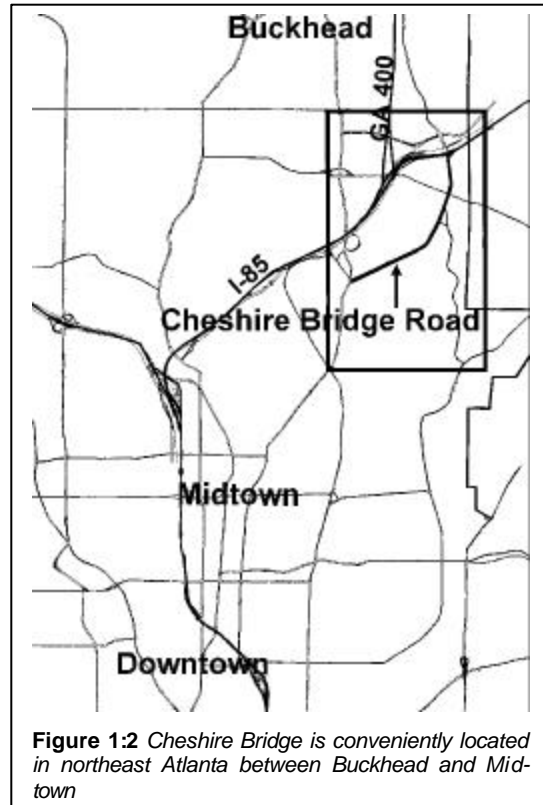


Figure 1:2 Cheshire Bridge is conveniently located in northeast Atlanta between Buckhead and Midtown

went on, many longtime businesses closed and were replaced by low rent businesses.

In the 1980s residential areas around Cheshire Bridge Road began to rebound. The commercial area, however, continued to stagnate into the 1990s, even as many popular businesses opened along the corridor.

Today, the Cheshire Bridge Road corridor continues to fail to reach its potential. While thriving residential neighborhoods, an eclectic business mix and many popular establishments mark the area, the corridor remains a seedy and undesirable locale in the collective Atlanta psyche due, in part, to the proliferation of adult businesses and the unkempt nature of the corridor.

The future

The time is ripe for change along the corridor with the current trend towards intown living gaining popularity. Throughout the City of Atlanta, neighborhoods are experiencing a resurgence of development that would have been unimaginable even five years ago. After nearly fifty years of suburban sprawl, many citizens are demanding a more urban lifestyle, complete with walkable neighborhoods, shorter commutes, and neighborhood amenities. Cheshire Bridge could soon offer all of these things and more. The *Cheshire Bridge Road Study* provides the framework necessary to achieve a new vision for Cheshire Bridge, all while preserving the corridor's many valuable assets. Factors affecting the corridor are divided into five functional categories: urban design, marketing, transportation, land use and zoning, and environment and open space. Each category is given a chapter in which opportunities, issues, and all preliminary alternatives considered at community workshops are detailed.

Final recommendations are included in Chapter 7 Recommendations, which follows the functional category chapters. Within this chapter, policies, goals and objectives are established and recommendations necessary to achieve them are listed.

A specific program for carrying out the final recommendations, Chapter 8 Action Program, follows the recommendation chapter. Actions necessary for improving the corridor are scheduled and assigned to specific organizations. Several are sweeping, while

Introduction

many others are more modest. Some items will require administrative support of City of Atlanta staff, and others will require the continued attention of the Cheshire Bridge Business Watch. The establishment of the Cheshire Bridge Business Association is fundamental to the achievements of the objectives of this study and, as such, is a critical recommendation.



Figure 1:3 The redevelopment of the Hellenic Center at 2124 Cheshire Bridge Road into townhouse style apartments will set a new standard for development along the corridor and mark the start of the transformation of Cheshire Bridge Road from a suburban commercial strip into an urban, mixed-use neighborhood. (Photo courtesy of The Worthing Companies)



Chapter 2

Urban Design

Opportunities and Issues

Introduction

The following reviews the urban design opportunities and issues along the Cheshire Bridge Road corridor which were identified by residents, businesses and property owners during two community workshops. Preliminary alternatives for addressing these issues are also included. Final recommendations are summarized in Chapter 8.

Streetscape

Opportunities

Existing Improvements

Due to its poor physical condition, Cheshire Bridge Road is perceived as a transitional area lacking a distinct identity and sense of place. Fortunately this is not a permanent situation, and small-scale improvements made to properties can greatly improve the appearance of the street. Some businesses have already taken the initiative, such as Forrester's, where improvements have been made with landscaping and sidewalk replacement.



Figure 2:1 Forrester's flower shop.

Cheshire Bridge Road has several other opportunities where urban design elements could enhance the streetscape and change the negative perception associated with the corridor. Parts of the road also have 20 feet of additional right-of-way on each side of the street, which provides ample space for streetscape improvements. The potential is further enhanced by the amount of underdeveloped land along the corridor.

Summary of Streetscape Opportunities

In summary, the opportunities for streetscape improvements include:

- Existing streetscape improvements made by businesses
- 20 feet of additional right-of-way on both sides of Cheshire Bridge Road in most areas
- Underdeveloped properties along Cheshire Bridge Road
- Redevelopment potential at the bridges



Figure 2:3 Looking south on Cheshire Bridge Road shows unattractive signage.

Issue

An unattractive streetscape spans the length of the Cheshire Bridge corridor.

Unattractive Streetscape

Cheshire Bridge suffers from a poorly defined and unengaging physical environment. This is primarily due to the lack of an attractive streetscape. Workshop participants identified the following factors as contributors to this:

- Excessive asphalt and lack of greenery
- Excessive curb cuts
- Ill-defined and deteriorated curbs
- Poorly surfaced road
- Missing or broken sidewalks
- Unattractive Metropolitan Atlanta Rapid Transit Authority (MARTA) bus stops
- Lack of uniform dumpster locations and screening
- Lack of landscaping to screen off-street parking areas
- Inadequate lighting and vagrant activity
- Lack of attractive street furniture
- Lack of attractive and consistent landscape treatments
- Lack of a marker system
- Bridges with no street presence and devoid of visual or symbolic meaning



Figure 2:2 Northward view of Cheshire Bridge Road showing broken sidewalks, excessive asphalt, and lack of trees.

- Visible utility lines
- Unattractive signage
- Inconsistent signage sizes and locations
- Abundance of billboards and small portable signs
- Lack of enforcement of City signage ordinance
- Lack of clear building numbering to identify buildings

Preliminary Alternatives

Several actions were suggested to change the corridor and create a pedestrian oriented street. Residents, businesses, and property owners would like to reduce the amount of visible asphalt and increase landscaping. Specific actions suggested include: planting trees and providing landscape buffers to screen parking areas visible from public sidewalks; repairing curbs and sidewalks, limiting and consolidating curb cuts; promoting shared parking; providing attractive bus shelters at strategic locations; and establishing uniform locations and screening for dumpsters.

Utilizing Right-of-way

Currently, the 20 feet wide right-of-way shoulder along both sides of much of Cheshire Bridge Road is utilized by businesses as parking. These paved areas, lacking any sort of landscape screening, contribute to the desolate physical environment of the corridor. The streetscape could be enhanced and pedestrian activity increased by utilizing the right-of-way to provide streetscape improvements such as landscaping, wider sidewalks, and street furniture. These areas also provide opportunities to create pocket parks to serve as public gathering spaces and outdoor dining areas.



Figure 2:4 Looking south on Cheshire Bridge Road shows right-of-way being used for parking.

Streetscape Treatments

Many businesses, residents, and property owners would like to visually enhance Cheshire Bridge Road and make it more pedestrian friendly by implementing a consistent streetscape treatment that includes wide sidewalks and trees that will eventually frame the street and provide shade.

The suggested streetscape treatment for existing developments included a six foot wide street-furniture and tree-planting zone adjacent to the curb and a sidewalk between six and eight feet wide. An additional landscape area between two and five feet wide could also screen sidewalks from surface parking in front of buildings. A ten foot wide landscape strip and ten foot wide sidewalk were considered ideal, although there was concern that businesses may lose too much parking. Such treatment was only recommended for existing businesses where right-of-way and other factors permit. Business owners of existing buildings would be encouraged to relocate parking to the rear or side and redevelop the front parking area.



Figure 2:5 Wide sidewalks and landscaping provide a pleasant walking experience for pedestrians on this street in Toronto.

New developments south of Lenox Road (south) could be required to have a sidewalk treatment consisting of a ten foot wide street-furniture and tree-planting zone, while north of Lenox Road (south) such could be five feet wide. Both areas could have a ten foot wide sidewalk and street trees planted a distance of 50 feet on center within the street-furniture and tree-planting zone. All street trees could be pruned to a minimum height of eight feet to allow visibility of storefronts from automobiles. One street light could be placed between trees at an interval of 50 feet, as well. In addition, setbacks could be reduced to a standard ten feet from edge of public sidewalk to frame the street and create a pedestrian oriented environment.

Banners

Workshop participants would like to implement a system to display banners advertising special events or festivals in the district. The banners could only be displayed during those special occasions. The proposed system could be attractive and of high quality, as well as a permanent structure. It could be free standing or part of the streetlights. Businesses, residents, and property owners do not want anything cheap or flimsy looking that might detract from the streetscape.



Figure 2:6 Attractive banners promote festivals or special events.

Lighting Cheshire Bridge Road is currently lit with cobrahead street lamps. Unfortunately, their placement and height provide insufficient light for street and sidewalk areas. As a result pedestrians feel uncomfortable. A quality lighting system providing adequate light and visual continuity throughout the corridor was discussed. A few would prefer the design to reflect the period of the corridor's development, between the 1930's through the 1960's. However, due to cost and maintenance constraints, the 'Atlanta' light installed during the Olympics would most likely be used along the corridor. See Figure 2:7



Figure 2:7 The "Atlanta" Light could provide pedestrian scale lighting.

Utilities The visibility of overhead public utility lines could be limited by placing them underground. Unfortunately, cost constraints may prohibit this. However, one possible solution may be to relocate the utilities to behind buildings, and/or consolidate wires onto fewer poles. In addition, fuse boxes for adjacent buildings could be consolidated at one location, with discreet wiring extending to individual buildings.

Signage The variety of sign sizes and locations are a blight to the area and contribute to visual clutter. The City of Atlanta sign ordinance regulates sign placement and sizes for new signs. It also prohibits new billboards, as well as portable signs within the public right-of-ways. Unfortunately, the lack of enforcement and sheer number of grandfathered signs does little to improve the visual quality of the corridor. Many of the businesses, residents and property owners would like to see the billboards and portable signs removed from the area. However, this may not legally be done without purchasing the land the billboards sit on or changing zoning to prohibit portable signs on private property, as well.

Residents, business owners and property owners would like new signs to be attractive and balance visibility needs with aesthetic needs. They would also like them to be consistent with regards to size and placement



Figure 2:8 A variety of large and unkempt signs contribute to visual blight.

to provide order to corridor.

Building Address Numbers The lack of clearly visible building addresses also contributes to confusion in the district. A clear and consistent numbering system is needed to bring order to the area and make it easier for visitors unfamiliar with the area to locate a business. Six inch high lettering located above the primary entrances of buildings and visible from the sidewalk was recommended for easy identification.

Bridges The bridges are centrally located along the corridor and present a unique opportunity to be the symbolic heart of Cheshire Bridge. Many workshop participants would like to take advantage of this by creating some sort of public space for gatherings at or near the bridge over South Fork Peachtree Creek. In addition, they would like to make both bridges more visibly prominent. Suggestions included adding lighting along the bridges, and or marker posts at the ends of each bridge to add height and distinction to them.



Figure 2:9 Bridge over South Fork Peachtree Creek.

Median A design competition and a planning workshop were suggested as a means of determining the specific design treatment to be utilized. Design elements from the bridges could also be considered in the gateway treatments and street furniture to be extended throughout the corridor.

Spatial Form

Opportunities

Existing Buildings Cheshire Bridge Road is currently designed to accommodate the automobile and not the pedestrian. This has resulted in a disorderly physical environment that is devoid of human activity and can be easily redeveloped. Yet there are several buildings along the corridor which are not typical of a commercial strip. These include the building at 2299 Cheshire Bridge Road that houses Ace Hardware and Happy Herman's, as well as some converted houses along the southern portion of the road.

Residential Areas

The proximity of residential neighborhoods to Cheshire Bridge Road is another opportunity which encourages pedestrian-scale architecture. There are four established residential areas within a quarter mile radius. This is the maximum distance that most people are willing to walk from their homes to a commercial area or destination spot. Therefore, pedestrian scale buildings along Cheshire Bridge have a greater chance of attracting pedestrians as patrons than they would in other parts of the Atlanta region.

Summary of Spatial Form Opportunities

The following represent several opportunities to alter and improve the current environment:

- The freedom to guide the character of future development because of the lack of uniform development patterns
- Existing pedestrian-scale buildings
- Proximity to residential areas

Issue***The Cheshire Bridge corridor lacks a pedestrian-scaled environment.***

Cheshire Bridge Road is pedestrian unfriendly and lacks human scale building heights and setbacks. The corridor's suburban commercial strip form directly contributes to this. In turn, the suburban form is created by a variety of factors, some of them mandated by law and others resulting from the current development paradigm.

Summary of Contributing Negative Factors

In summary, the following factors contribute to this situation:

- Zoning requiring a 40 feet deep front setback
- Large street blocks over 1,400 feet long
- Excessive parking in front of buildings
- Buildings with blank or solid walls at street level
- Building heights between



Figure 2:10 View of Cheshire Bridge Road showing forty-foot setbacks.



Figure 2:11 The large frontyard setbacks encourage parking in front of buildings along Cheshire Bridge Road.

- one to two stories
- Lack of coherent development patterns
- Lack of buildings and outdoor spaces with a clear relationship to the street
- No sense of building enclosure
- Undefined public space

Preliminary Alternatives

The current conditions identified above are not appropriate for the urban environment sought by the Cheshire Bridge community. Development patterns that clearly define and dignify the public space, create enclosure, and add rhythm and a rich texture of activities to buildings could be pursued.



Figure 2:12 In Atlanta, enclosure is illustrated on a street in the Fairlie-Poplar district.

Building Setbacks

Recommendations discussed to achieve this included the implementation of a consistent development pattern. The most important part of this calls for bringing buildings closer to the street by reducing the current 40 feet frontal setback for new developments to a standard of ten feet from the edge of the proposed ten feet wide public sidewalk. This setback area could not be landscaped and must be paved with pavers. By doing this, a more human-scaled environment would be created to define the street as a space for pedestrians, cyclists, and motorists. This would also give developers the option of widening the sidewalk, or providing outdoor dining or landscaping in the front setback.

Another important part of creating a pedestrian-scale environment is the treatment of parking. Owners of existing buildings would be encouraged to relocate frontal parking to the rear or side, and redevelop these areas to provide a pedestrian-oriented environment. Any Potential loss of parking resulting from these



Figure 2:13 Large setbacks create an undefined street.



Figure 2:14 In Boston, buildings built up to the sidewalk help to frame the street and create a pedestrian-scaled environment.

Building Scale

Business owners, residents and property owners would also like a better defined building streetscape along Cheshire Bridge Road, as well as an increase in the residential population. A better defined building edge and an increased sense of enclosure could be accomplished by requiring minimum building heights of two stories or 24 feet for all new structures.



Figure 2:15 In Portland, mixed-use developments with attractive storefronts encourage pedestrian activity.

changes could be alleviated through shared parking programs amongst adjacent parcels. New development could place parking to the side or rear of buildings. Parking consolidation is also strongly encouraged to minimize the amount of asphalt.

Residential building heights could be between two and ten stories and commercial building heights between three and five stories. Beyond creating a greater sense of enclosure, these heights encourage mixed-used development and create pedestrian activity along the street, particularly whenever retail is included at street level with residential and office uses above.

Facade Articulation

There are several buildings along the corridor with unattractive, windowless facades with no relationship to the street. These blank walls create an uninteresting and uncomfortable pedestrian environment, and could be avoided. New developments could include buildings with entries, porches, windows, bays, and balconies facing onto and primarily accessible from the sidewalk. This not only improves the appearance of the street, but also dignifies the pedestrian and encourages walking.

Neighborhood Commercial Ordinance

The implementation of the proposed NC (neighborhood commercial) zoning (pending City Council approval) for parcels along Cheshire Bridge Road was recommended.

This new zoning classification would encourage pedestrian-oriented neighborhood commercial development by reducing building setbacks, providing minimum height requirements, encouraging mixed-use developments, requiring ground level retail spaces with attractive storefronts, building entrances to face directly onto public sidewalks, and by possibly limiting the types of commercial uses along the corridor.



Figure 2:16 View of building along Cheshire Bridge Road showing blank walls.

Gateways

Opportunities

Gateways are entryways to a community that define, unify, and establish a distinct identity for that area. They can use signage, sculptures, fountains, landscaping, and medians to do this.

The Cheshire Bridge corridor has several opportunities for gateways at points where major and minor streets intersect the corridor. It also has sufficient right-of-way to implement them without encroaching on private property.



Figure 2:17 Distinctive sculptures can define an area.

Summary of Gateway Opportunities

In summary, opportunities for gateways include:

- Several intersections with major and minor streets
- Ample right of way for gateway treatments

Issue

The Cheshire Bridge corridor lacks gateway treatments that define the district and its surrounding neighborhoods.

Visitors entering the corridor from the north near I-85 or the south at Piedmont Circle are unaware that they have entered a commu-

nity. The lack of identifiable markings and the visual confusion adds to the perception of an abandoned, run down area.

*Summary of
Gateway
Issues*

The following are issues facing the corridor:

- Existing gateway areas are unattractive
- Lack of identifiable major gateway contributes to the poor image of the corridor
- Lack of minor gateways between connecting neighborhood streets and Cheshire Bridge Road contributes to a poor physical relationship to the neighborhood

Preliminary Alternatives

The community identified where gateway treatments would be most effective in defining the area and establishing an identity. Specific design treatments were not determined; instead, it was decided that a design competition or a neighborhood-planning workshop could be held to select the theme. However, the community would like to see some aspect of the bridges incorporated into the design treatment.

*Major
Gateways*

Locations where major gateways could be developed are listed below. If any non-design suggestions were made, they are indicated as well.

- Cheshire Bridge Road north of Interstate 85. Directional signage could be located on Cheshire Bridge Road across from exit ramp. In addition, 'Welcome to Cheshire Bridge' signs could be displayed on the north side of the I-85 overpass.



Figure 2:18 Southward view of Cheshire Bridge Road from Buford Highway .

- South of Interstate 85 in the striped median area on Cheshire Bridge Road near entrance ramp to I-85
- La Vista Road at the DeKalb County border
- Lindbergh Drive at Melante Drive

- Cheshire Bridge Road at the intersection with Piedmont Road.

Minor Gateways

Minor Gateways that define and identify neighborhood entry points to Cheshire Bridge Road were suggested for the following streets: Windmere Drive, Wellbourne Drive, Woodland Avenue, Lenox Road, and Sheridan Road.



Figure 2:19 View of existing neighborhood entrance at the intersection of Lenox Road with Cheshire Bridge Road.

Plans are already underway by both LaVista Park and Lindridge-Martin Manor to construct markers announcing their neighborhoods along Sheridan Road and Lindbergh Drive respectively. These markers would be somewhat similar to the Morningside-Lenox Park marker on Wellbourne Drive. It may be possible to announce Cheshire Bridge on these, as well.

Medians & Rotaries

Landscaped medians were discussed as an additional means of carrying the selected gateway theme throughout the corridor. There was concern that the medians may be detrimental to businesses along the corridor by limiting vehicular access to them. As such, they could be located at certain areas along the corridor where businesses would not be negatively impacted. The most viable locations for medians along the corridor appear to be at the bridges. At this location they also present the opportunity to strengthen the bridges as focal points along the corridor.

Rotaries were initially considered for points along the corridor. However, they were quickly ruled out as a feasible option due to their large size and the physical constraints presented by Cheshire Bridge Road.

Public Areas

Opportunities

Floodplain

The area around Cheshire Bridge Road is home to a large floodplain. This is an important natural asset that many would like to preserve and enhance as public open space for leisure activities

and special events. They would also like to utilize its opportunities to create distinctive focal points along the corridor centered on South Fork Peachtree Creek. The open space at these focal point would create public areas for leisure and outdoor dining.

New development within the corridor will also bring opportunities for the creation of small pocket parks. These types of parks can be counted towards the minimum open space requirements mandated by the City of Atlanta. They can also provide an amenity for residents, employees, and patrons of these new projects.



Figure 2:20 View of South Fork Peachtree Creek.

Summary of Public Area Opportunities

In summary, the following public area opportunities exist:

- Creation of focal points overlooking South Fork Peachtree Creek which are visible from Cheshire Bridge Road
- Utilization of the bridge over South Fork Peachtree Creek as a focal point
- Creating pocket parks to strengthen and unify the neighborhood by providing opportunities for human interaction

Issue

Cheshire Bridge Road suffers from a lack of public parks and open space.

Cheshire Bridge lacks safe and accessible public open space. The floodplain could provide this, but is unsafe because of its inaccessibility, location below street level, and homeless population. There are also several billboards located adjacent to the bridge which overlook and obscure parts of the floodplain and contribute to its unattractiveness. Sewage overflows and trash compound the problem by contaminating the floodplain environment.

Outside of the floodplain area, private property precludes the creation of public parks until these properties are redeveloped.

Summary of Contributing Negative Factors

In summary, the main obstacles to creating more of public areas include:

- Public safety hazard within the floodplain

- Environmental contamination from sewage overflow into South Fork Peachtree Creek
- Focal points obstructed by billboards
- Lack of potential public park space



Figure 2:21 View of Cheshire Bridge above South Fork Peachtree Creek.

Preliminary Alternatives

Public Safety

Several options discussed in the workshops address these problems. They include orienting new development adjacent to the floodplain towards it. This would provide people within these new buildings with unobstructed views over the area. Such increased visibility would deter criminal activity and create a stable, secure open space.

Environmental Clean-up

Environmental cleanup of the floodplain area was also discussed. Refer to Chapter 6 for specifics.

Focal Points

During the workshops much attention was also given to removing the billboards in the floodplain. The billboards are currently visible from both ends of Cheshire Bridge Road and their removal would create opportunities for attractive focal points. The replacement of the billboards with artwork would enhance the appearance of the corridor. Water towers or fountains were also suggested as replacements here. However, land acquisition would most likely be required to remove the billboards from the area.



Figure 2:22 Southward view of Cheshire Bridge Road showing billboard in the focal point.

Public Parks

In addition, the community recommended that the bridge at the South Fork Peachtree Creek be expanded to create a public space overlooking the creek. Combined with the water tower or fountain, both elements would create a central destination point

for the corridor where special events or festivals could be held. This area would thereby define a new image for the community while unifying it and fostering a sense of community.

Away from the bridges, new development could create places for residents and patrons to relax and enjoy a refreshment or outdoor entertainment.

Maintenance

Opportunities

Several property owners have set a good example for proper maintenance. In addition, the redevelopment of the right-of-ways with landscaping and sidewalk improvements presents an opportunity to greatly enhance the visual appearance of the corridor and clean up part of the area between businesses and the road. This will provide all property owners with a clearly defined standard of what is desired for the Cheshire Bridge.

The proposed establishment of a neighborhood business association is another maintenance opportunity. They will be able to monitor property maintenance and aid in minimizing the physical deterioration of the area.

Summary of Maintenance Opportunities

In summary, the following represent opportunities to improve maintenance of the streetscape:

- Good examples set by a few property owners
- Installation of new sidewalks and landscaping in new developments
- Possible establishment of a Cheshire Bridge Business Association

Issue

Cheshire Bridge Road suffers from an unkempt appearance

The lack of property maintenance has contributed to the physical deterioration of the corridor. Despite efforts of several business and property owners to improve and maintain the areas in front of their buildings, the corridor still suffers from a deteriorated streetscape. Property and sidewalk maintenance is required by City code, but many property owners, particularly absentee landlords,

fail to comply. Furthermore, the corridor lacks a concerted effort to persuade non-complying owners to comply.

*Summary of
Contributing
Negative Factors*

In summary, maintenance issues include:

- Failure of business and property owners to comply with existing City of Atlanta regulations
- Absentee landlords
- Lack of coordinated maintenance efforts.

Preliminary Alternatives

Code Enforcement

Workshop participants identified the lack of code enforcement as one of the primary issues that must be addressed to ensure compliance with existing and future code regulations. Unfortunately, the shortage of City staff prevents continuous monitoring to ensure code compliance. It is recommended that a local neighborhood

business association form to assure property maintenance and code compliance. Working closely with the City of Atlanta Neighborhood Deputies Program and Neighborhood Planning Unit (NPU) F, the association could organize a code enforcement group to identify code violations along the corridor and file them with the City.



Figure 2:23 View of broken sidewalks along Cheshire Bridge Road

Maintenance Fund

In addition, the business association could organize to collect private funds for a property maintenance program. Such a program could provide necessary streetscape maintenance over and above minimal maintenance that the City could provide. This additional attention to maintenance could change the perception of the corridor as a neglected and unkempt area.



Chapter 3

Marketing and Image

Opportunities and Issues

Introduction

The following reviews the marketing and image opportunities and issues along the Cheshire Bridge Road corridor which were identified by residents, businesses and property owners during two community workshops. Preliminary alternatives for addressing these issues are also included. Final recommendations are summarized in Chapter 8.

Market Image

Opportunities

Business Mix

Cheshire Bridge is one of the most eclectic commercial areas in metropolitan Atlanta. The corridor boasts a variety of businesses ranging from antique shops and baby stores to clubs and restaurants. Each business draws on a distinct market from throughout the region and contributes to the corridor's richness and diversity.

Customer Mix

The wide variety and number of clients the various businesses attract represents another important asset. This socially diverse customer base is a market that could be served by additional businesses and attractions. These customers simply need to be enticed to shop at other businesses in the corridor by making the area more attractive.

Competitive Lease Rates

Commercial lease rates in Cheshire Bridge are more affordable than in other intown neighborhoods. These affordable rates have the potential to encourage start-up businesses that could grow into major attractions.

<i>Affordable Goods and Services</i>	Cheshire Bridge also has many affordable, quality restaurants and business. This provides a strategic market position for the area which can distinguish it from other intown neighborhoods.
<i>Location</i>	Cheshire Bridge Road has one of the most potentially lucrative locations in the Atlanta region. It lies strategically between the booming office, residential and retail markets of Midtown and Buckhead. At the same time, it is close to many popular intown neighborhoods including Virginia-Highland and Morningside-Lenox Park. This affords Cheshire Bridge the opportunity to build on the popularity of these neighboring areas and enjoy the benefits of the current trend towards intown living sweeping through the City of Atlanta.
<i>Automotive Access</i>	Cheshire Bridge's excellent location within the metropolitan area is matched only by its accessibility. It is served by an Interstate 85 exit and is within minutes of Georgia 400. These highways provide convenient access to Buckhead, Midtown, and Downtown Atlanta, as well as suburban Gwinnett, north Fulton and north DeKalb County. Piedmont Road, Lindbergh Drive/LaVista Road and Lenox Road connect Cheshire Bridge to other popular intown neighborhoods.
<i>Transit Access</i>	Public transit serves Cheshire Bridge well. Five MARTA bus routes pass through the corridor along Lindbergh Drive/LaVista Road and connect to the nearby Lindbergh transit station, one mile west. Of these five buses, one serves Cheshire Bridge Road from Woodland Avenue to Piedmont Road, while the others travel on Lindbergh Drive/LaVista Road.
<i>Plentiful Parking</i>	Unlike many intown commercial districts, Cheshire Bridge has an abundance of parking. This is a valuable asset to future business growth and has the potential to distinguish Cheshire Bridge from other neighborhood districts, many of which are currently experiencing a parking shortage.

*Ease of
Redevelopment*

The physical condition of the corridor is another valuable asset with the potential to facilitate future redevelopment efforts. The vast expanses of asphalt and small commercial buildings provide excellent redevelopment opportunities. These simple building and parking lots can be cleared for redevelopment at a relatively low price and within a short period of time.



Figure 3:1 Small buildings and parking lots can be easily redeveloped.

*Summary of
Market Image
Opportunities*

In summary, the following represent opportunities relating to the corridor's market image:

- Diverse existing business mix
- Diverse existing customer mix
- Affordable rental rates
- Affordable goods and services
- Prime location between Buckhead and Midtown
- Excellent automotive access
- Good transit access
- Plentiful parking
- Ease of redevelopment

Issue

The existing market image of Cheshire Bridge discourages investment by many potential investors.

*Development
Paradox*

The greatest hurdle to the successful redevelopment of Cheshire Bridge is the development paradox affecting the corridor. Although developers readily acknowledge that Cheshire Bridge has a near perfect location and ideal demographics, the private sector has been slow to invest due, in part, to the market image of Cheshire Bridge Road as a seedy, run down, red light district.

This, along with concern over developing in a potentially lucrative, but unproven area, has hindered development.

Visual Blight

Several factors contribute to the poor market image afflicting Cheshire Bridge. One important factor is that Cheshire Bridge Road is one of the most visually confusing and unkempt commercial strips in the metropolitan Atlanta area. Partly due to corridor's age, City of Atlanta policy, and unconcerned property and business owners, the corridor has become an incohesive and confusing jumble of parts.



Figure 3:2 The cluttered and unkempt nature of Cheshire Bridge Road contributes to its poor market image.

The largest visual flaw of Cheshire Bridge Road lies in the streetscape. People travelling the corridor are presented with many broken, missing and overgrown sidewalks, tilted utility poles, overgrown lots, and excessive curb cuts. These conditions, coupled with a variety of building setback and a lack of street trees or other unifying factors, result in the unsightly landscape that exists today and contributes to the poor market image. See Chapter 2.

Lack of a Positive, Unified Image

The lack of a positive, unified image for marketing Cheshire Bridge also has a detrimental impact on market image. To most people unfamiliar with the corridor, it appears to be little more than a collection of businesses along an unattractive commercial strip rather than the unified commercial district it could be.

This lack of a unified image negatively affects the corridor's marketing image by allowing the companies that spend the most on advertising, namely the adult businesses, to define Cheshire Bridge for those who want no part in that image.

Lack of Business Association

Cheshire Bridge also lacks a business association to coordinate marketing and other activities for the corridor. A business association is essential for a strong commercial area. Few commercial areas, regardless of the strength of their tenants, can be truly suc-

cessful without the guiding hand that a business association offers.

Adult Businesses Throughout metropolitan Atlanta, Cheshire Bridge is synonymous with adult businesses. The area is home to almost two dozen such establishments and is unofficially advertised as Atlanta's premier red light district in adult-oriented guides to Atlanta and in radio commercials.

Concentration The concentration of adult business locations along Cheshire Bridge Road is all but unique in the Atlanta region, the exception being Metropolitan Parkway, formerly Stewart Avenue, in southwest Atlanta. Under current City of Atlanta zoning regulations all of the adult business locations along Cheshire Bridge Road are legal, non-conforming uses. This means that they are permitted to operate or be replaced by other adult businesses at that location, but no new adult business locations may open. These regulations, as well as those in other municipalities, ensure that a similar concentration will not develop in another part of the region. As a result the business locations on the corridor are highly prized within the Atlanta adult entertainment industry as centrally located, accessible locations.

Public Perception While many of the adult business along the corridor are properly operated establishments, they nevertheless negatively contribute to the public's perception of the area. In many instances, adult businesses are associated with drugs, prostitution and other illicit activities. While this may or may not be true, the negative perception continues to exist and their presence remains detrimental to Cheshire Bridge's market image.

Adult businesses along Cheshire Bridge Road also have a far greater role in the corridor's market image than their numbers merit due to their strong physical presence. With their large, illuminated signs and often windowless buildings, adult businesses stand out. Furthermore, many, although certainly not all, are in such a state of disrepair that they constitute little more than visual blight.

The proliferation of adult business locations along the corridor serves to negate many of the other features that many business owners and residents want to promote, including restaurants, antiques, and specialty retailers. They also attract other business

which, while not technically adult businesses, provide many of the same goods and services and are perceived as such by the public.

*Summary of
Contributing
Negative Factors*

In summary, the following negative factors affect Cheshire Bridge's poor market image:

- The hesitancy of developers to invest in the corridor
- Visually confusing and unkempt nature of the corridor
- The lack of a positive and unified image
- The lack of unified advertising efforts
- Piecemeal advertising by individual businesses which often results in an undesirable image of the corridor
- The lack of a business association
- Unique concentration of adult businesses

Preliminary Alternatives

To nurture development in the area both now and in the future, the negative market image of Cheshire Bridge must be overcome through a variety of means. Simultaneously, the corridor must formulate a new unified and positive image to advertise to the region which builds upon existing strengths. At community workshops several ideas were suggested for doing this.

*Improved
Streetscapes*

Streetscape improvements were deemed critical to improving the visual appearance of the corridor and its market image. They could also serve as a unifying element for the corridor and signal to hesitant developers that Cheshire Bridge is being revitalized. See Chapter 2.

Events

Another closely related option strongly advocated by business owners was the development of a unique entertainment experience along the corridor including festivals and markets that could be widely advertised and become a unique attraction. They could also serve to unify the corridor, particularly if many of the diverse businesses along the road participate

To succeed, such a festival must be centralized at one location on Cheshire Bridge. It must also showcase the diverse and unique assets of the corridor. Previous festivals on Cheshire Bridge Road have shown that events need to be focused in one spot, as the corridor is too long to walk from business to business.

*Improved
Promotion*

Also discussed was increasing advertisement of the corridor to promote its diverse restaurants, antique shops, entertainment options and specialty shops. These existing uses and the diverse clientele they attract are strengths that can be highlighted and capitalized upon through such efforts.

Developing the corridor into a resident or family-oriented center was another idea for improving the corridor's market image and unifying the corridor, not just internally, but with the surrounding residential areas. This would include both neighborhood services and residential uses along the road. See Chapter 5.

A logo is another way to create positive publicity and unify the corridor. Many thought that the Cheshire Bridge logo could include a bridge and convey the image of the area as a progressive, urban alternative to other intown neighborhoods. Such a logo could be used throughout the corridor in signage, advertising, business directories, bus shelters, pillars, and window stickers.

Developing a slogan was also considered. A slogan would be useful in advertising efforts, as numerous shopping malls across the country have discovered. The slogan "The neighborhood that connects" was suggested for Cheshire Bridge. This would convey the corridor's diverse, yet unified, nature and its location, as well as create a pleasant association with Cheshire Bridge in the collective Atlanta psyche.

An Internet webpage would be another way to advertise the corridor. With the ever-growing use of the Internet, a webpage can be a relatively low cost, but exciting way to advertise the corridor. This is particularly true if linked to a high-traffic sites such as Access Atlanta and Atlanta Convention and Visitors Bureau's site.

*Business
Association*

The above concepts to improve the market image of Cheshire Bridge will only be in vain without a centralized entity to coordinate the marketing efforts. Therefore, the Cheshire Bridge Business Association must be formed to ensure implementation of improvement efforts.

Only by improving the market image of the corridor can the forces that serve to negate many of its positive aspects be overcome. As they are overcome and the area is redeveloped, market forces

will further benefit the area by replacing existing adult businesses with other uses. For the interim, however, the corridor must be closely monitored to ensure that any new illegal adult business locations do not begin operation.

Tenant Mix

Opportunities

Existing Anchors

There are currently several strong business anchors along the corridor which attract customers to the area and promote positive visibility throughout the region. Of these, the primary categories that draw people to the corridor and differentiate it from other commercial strips include restaurants, antique shops, gardening stores, entertainment venues, and specialty shops.

Small amounts of office space exist along the corridor as well. The FedEx Plaza at 2441 Cheshire Bridge Road provides office space, as do several smaller buildings along Cheshire Bridge Road and side streets.

Cheshire Bridge also has several residential properties, which are essential to a healthy tenant mix. The elderly highrise at 2170 Cheshire Bridge Road and the Cheshire Place Condominiums at 2230 Cheshire Bridge Road are existing successful residential uses that support the businesses along the corridor. Potential new residential development at the Hellenic Center (2124 Cheshire Bridge Road) also promises to do this.

Strong Intown Market

The current real estate market promises to support further residential development along the corridor. The City of Atlanta is experiencing a major resurgence in intown housing, both rental and for-sale. This resurgence can be attributed to an aging baby boomer population and a declining quality of life in the suburbs. Within three miles of Cheshire Bridge, household growth has averaged 1,200 households annually during this decade and only promises to continue at this rate.

*Summary
of Tenant Mix
Opportunities*

In summary, the following represent opportunities relating to the corridor's tenant mix:

- Strong existing anchors
- Strong existing business
- Successful existing office uses
- Successful existing residential
- Future residential growth is possible

Issue

The poor tenant mix of Cheshire Bridge fails to support a viable commercial district.

*Optimal
Business Mix*

Successful urban commercial areas throughout the country share many similarities. Foremost among these is a diverse mix of business types and uses. Typically, successful areas are 40-50% retail, 15-20% office, and the remainder residential. Of the retail component, 25% is restaurants and bars, 45% is traditional retailers, and 25-30% consists of services such as travel agencies and real estate agents.

In Cheshire Bridge most of the uses are retail, with a handful of previously-noted residential and office uses. Of these retailers, the three categories of adult businesses, antiques and restaurants dominate. Clearly the corridor lacks a balanced mix necessary to support street life throughout the day.

Due to this poor mix, most restaurants along Cheshire Bridge Road are only open for dinner. A lack of office space directly translates into a lack of lunchtime customers for restaurants and other business services. There arises, then, a paradox in which many professional businesses will not come to the corridor until there are services, but the services won't come until there are professional businesses.

Residential

Most critical to urban commercial areas are residential uses. Residential uses provide a captive market for potential retailers, provide security, and provide an increased pedestrian base to support pedestrian-oriented retail options. Cheshire Bridge does not currently have enough residential development to support additional neighborhood uses and pedestrian activity.

*Summary of
Contributing
Negative Factors*

In summary, the following factors contribute to the failure of Cheshire Bridge Road as a viable commercial district:

- Cheshire Bridge does not have a balanced business mix
- Insufficient office uses
- Insufficient residential uses

Preliminary Alternatives

*New
Development*

Given existing commercial development and zoning along the corridor, market research indicates that the optimal mix for Cheshire Bridge would consist of 15% office uses, 35% residential, and 50% retail. Of this retail, no more than 20-25% of the existing and proposed retail development should be bars and restaurants. Such a level of these uses will be sufficient to create an active day and nighttime retail district, yet should not result in the perception of the corridor as a “bar district.”

Several ideas were suggested to help achieve the above-stated mix. Among these was redeveloping the Department of Transportation (DOT) maintenance facility into professional office space with a limited amount of sidewalk fronting retail uses. Such could be accomplished through a land swap between MARTA and the DOT that is currently being considered, or it could be a private venture.

The DOT parcel could also contribute to a healthy tenant mix if it were redeveloped into multi-family housing with sidewalk fronting retail uses. While workshop participants indicated that this is a more desirable use than the above-mentioned concept, it is also not an immediate possibility. However, a mixed use development with ground street level commercial spaces and residential uses above, as well as office and residential uses behind could accommodate both.

Residential uses could also increase with the redevelopment of the Hellenic Center at 2124 Cheshire Bridge Road and by providing residential uses on the second story of all new, primarily commercial developments.

*Residential
Price Point*

Market research indicates that residential development along Cheshire Bridge Road should be primarily rental apartments in the short term (0-5 years) with the eventual arrival of for-sale, attached residential at the end of this period, or sooner if a

significant quantity of residential units have been established to give portions of the corridor a more residential feel. This will allow renters to serve as “pioneers” on the street, while home-buyers wait until the corridor becomes a proven residential market.

New residential uses on Cheshire Bridge have the opportunity to be more moderately priced than projects being developed in Buckhead and Midtown. This includes rental housing priced in the \$600 to \$1,200 range. Similarly, condominiums developed in the corridor should be priced below \$200,000 in order to serve middle-income households. While this price point may be lower than that for the surrounding neighborhoods, it is unrealistic to expect premium prices on Cheshire Bridge Road in the short-term.

Offices Limited office uses are also a possible for Cheshire Bridge Road. With an improved streetscape, Cheshire Bridge could become attractive to smaller, local-serving firms, design firms or smaller computer start-up companies. To attract these uses, initial office developments on the corridor should be at a lower price point in comparison to other in-town office submarkets, including Virginia-Highland.

Improved Marketing Other ideas included extending business hours to include lunch-time while simultaneously advertising the corridor to offices in Buckhead and along the I-85 corridor. This would contribute to a healthier mix by strengthening businesses and creating another attraction for the corridor.

Recruiting new retailers was also discussed. Neighborhood services were particularly attractive (see below), but so were family-oriented attractions. While no specific retail concepts were considered at the workshop, any concepts pursued by developers or property owners could compliment the existing strengths of the corridor.

Limiting the maximum numbers of certain types of businesses, such as bars, was also discussed as a way of promoting a health tenant mix.

Neighborhood Services

Opportunities

Demographics

Several residential areas surround Cheshire Bridge Road, providing a strong potential customer base for businesses along the corridor. The residential areas within three miles of Cheshire Bridge Road are primarily middle and upper-middle class with moderate growth rates. They also have over



Figure 3:3 A small urban grocer is necessary for a true neighborhood commercial area.

twice as many households earning \$150,000 or more per year as the regional average. Furthermore, median household incomes in this area are rising faster than the rest of the region, demonstrating the continued influx of affluent households into intown areas.

These affluent residents live in forested residential areas surrounding Cheshire Bridge Road and represent a pool of pedestrians who would arrive at the corridor by foot if neighborhood services were provided and walking was encouraged.

Existing services

The corridor currently has several strong neighborhood commercial uses including dry cleaners, a hardware store, a pharmacy, and a small deli. According to market research, the area could see many more neighborhood retailers in the future. In fact, the prospects for the growth of neighborhood serving retail are stronger than those for any other retail types.

Summary of Neighborhood Service Opportunities

In summary, the following opportunities relate to the corridor's neighborhood services:

- Favorable demographics
- Proximity to residential areas
- Existing neighborhood services
- Growth prospects

Issue

There is a lack of neighborhood services along the corridor.

While many intown residential areas are located adjacent to small, pedestrian-scaled neighborhood commercial districts, those around Cheshire Bridge Road are afforded no such amenity. Instead of a walkable, three lined street with utilitarian small shops and restaurants, Cheshire Bridge provides many establishments which one visits only on rare occasions, including antique stores, adult businesses, and nightclubs.

Cheshire Bridge lacks many neighborhood essentials, including a small grocery store, a bookstore, a copy store and health care professionals. As a result, residents of the surrounding residential areas must drive several miles to obtain basic services. In the process, they waste time, contribute to Atlanta's air pollution and traffic congestion, and deny themselves the opportunity to socialize with neighbors and local business owners.

Summary of Contributing Negative Factors

In summary, Cheshire Bridge faces the following issues due, in part, to a lack of neighborhood services along the corridor:

- Residents have few reasons to visit the corridor on a day-to-day basis
- Residents are forced to drive several miles for basic goods and services
- The need to leave the neighborhood for basic goods and services isolates neighbors from each other and decreases their sense of community

Preliminary Alternatives

Business Recruitment

To become a neighborhood-serving corridor, business owners, residents and property owners conclude that the corridor needs to recruit a small grocery store such as Harry's in a Hurry or Kroger urban prototype, copy shop, bookstore, frame shop, pediatrician, non-adult video store and coffee shop. In the short-term, it may be difficult to recruit some of these businesses, particularly a small bookstore or grocery, but others may just require being made aware of the area. Still other needs may be met by existing businesses slightly changing the goods and services they provide

Remerchandising

Regardless of whether new businesses are recruited or existing ones alter their merchandise mix, there must be a great deal of community pressure on business owners, both chain and local to serve the area. Such activities could be undertaken by the proposed Cheshire Bridge Business Association through a letter writing campaign to increase retailer's awareness of the corridor. Reviewing customer letters is one of the ways in which retailers scout out new locations; it is also helpful in changing merchandise mix, particularly for non-chains.

New Customers

Most important to attracting retailers to the corridor is providing them with more potential customers. To this end, there must be more residential uses immediately on Cheshire Bridge Road. Typically, even small urban convenience stores require 1,000 households within walking distance to be successful. While there are currently more than this number of households within the Cheshire Bridge trade area, most are located far from the corridor, which means that people would have to drive to any convenience store. If people have to get in their car to buy small amounts of groceries, they are just as likely to drive a few extra minutes to a large supermarket as they are to the local convenience store.



Figure 3:4 New, wider sidewalks, landscaping, outdoor dining, and appropriately scaled development will improve Cheshire Bridge Road's market image and create a truly distinct shopping environment for visitors, residents, and businesses .



Chapter 4

Transportation

Opportunities and Issues

Introduction

The following reviews the transportation opportunities and issues along the Cheshire Bridge Road corridor which were identified by residents, businesses and property owners during two community workshops. Preliminary alternatives for addressing these issues are also included. Final recommendations are summarized in Chapter 8.

Sidewalks and Crosswalks

Opportunities

Sidewalks and crosswalks help maintain working relationships between businesses and pedestrians along a street. Cheshire Bridge benefits from having an extensive sidewalk network that stretches the length of the corridor and provides access to nearly every business. Furthermore, due to an 80 feet wide right-of-way along most of Cheshire Bridge Road, only 40 feet of which is used for the street, there is ample room for widening sidewalks.

Summary of Sidewalk and Crosswalk Opportunities

Assets include:

- An existing sidewalk network serving most of the street
- Ample room for sidewalk expansion
- A 40 feet wide street is not excessively wide and is comfortable for pedestrian crossing

Issue**Sidewalks and crosswalks throughout the corridor are inadequate for pedestrian use.***Poor
Conditions*

Sidewalk conditions along Cheshire Bridge Road are poor, particularly at corners and mid-block sections where curbs, paving or ramps are often missing or severely cracked. Such conditions discourage pedestrian activity by creating dangerous and unpleasant walking conditions. They also make the corridor inaccessible to the disabled, as many curbs and sidewalks do not comply with the Americans with Disabilities Act.



Figure 4:1 Deteriorated sidewalks are common along Cheshire Bridge Road.

These poor conditions are largely attributed to excessive curb cuts, inappropriate wear and tear from garbage trucks and tractor-trailers, and City policies that make property owners responsible for the portion of the sidewalk directly in front of their property, yet do not enforce maintenance. Due to these on-going attacks on sidewalk infrastructure, there is a concern that any improvements could be rendered ineffective unless steps are taken to stop further degradation of sidewalk conditions.

Most crosswalks along the street are not protected from vehicles by vehicular stopbar stripes. As a result, vehicles consistently encroach upon crosswalks and make intimidating and unsafe conditions for pedestrians crossing the street.

*Summary of
Contributing
Negative Factors*

Factors negatively affecting sidewalks and crosswalks include:

- Excessive curb cuts
- Wear and damage caused by garbage trucks and tractor trailers
- Broken and narrow sidewalks
- Lack of maintenance
- Poorly designed crosswalks

Preliminary Alternatives

Sidewalks The community wants to improve the sidewalk system by constructing new, wider sidewalks and ensuring future maintenance. Actions critical to improving sidewalk conditions and ensuring that any future sidewalks are not negatively impaired include discouraging truck traffic along the corridor and consolidating curb cuts to better protect pedestrians and define where trucks may access businesses. Improved conditions would increase pedestrian access along the corridor and promote more pedestrians from adjacent residential area. Residents also would like sidewalks to go down adjacent streets to the surrounding neighborhoods in the long-term future. See Chapter 2 for more information.

Crosswalks Crosswalks could be improved to make it easier for pedestrians to cross the street. This includes adding painted vehicular stopbar stripes and improved identification through signage or signalization.

Bicycles

Opportunities

Bicycle Lanes Bicycle lanes are an important part of the City of Atlanta's citywide transportation plan. Cheshire Bridge Road has the opportunity to include bicycle lanes that will benefit the businesses and residents along the corridor, as well as residents throughout Atlanta.

The corridor is critical to the area's bicycle plans. It is a link between the proposed bicycle lanes on Lenox Road to the north, the neighborhoods surrounding the corridor and the future bicycle lanes on Piedmont Road. Its right-of-way also provides ample room for bike lane expansion. Furthermore, bicycling could be promoted by ensuring that City of Atlanta zoning requirements for bicycle racks in new commercial developments are met.

Summary of Bicycle Opportunities

In summary, bicycle opportunities include:

- A strategic location connecting two proposed bicycle routes
- Room for bike lanes within existing right-of-way
- City of Atlanta zoning requirements for bicycle racks in new commercial developments

Issue

Bicycle use is neither encouraged nor provided for.

Bicycling along Cheshire Bridge Road is currently discouraged by unfavorable and dangerous street conditions such as narrow travel lanes, broken and littered pavement, excessive vehicular speed, and a lack of bicycle route signage. The lack of a favorable bicycling environment discourages cyclists from utilizing bicycles for local trips, such as those to the Lindbergh transit station, local shops or neighbors. As such, congestion is increased on local streets.

Summary of Contributing Negative Factors

In summary, these poor condition are the result of:

- Narrow shared travel lanes
- Broken pavement at the edges of the road
- Excessive automobile speed
- An unclean and littered shoulder of the road
- Lack of enforcement of zoning requirements for bicycle racks in new commercial developments
- Lack of bicycle route signage

Preliminary Alternatives

Infrastructure Improvements

Options for addressing Cheshire Bridge's bicycle problem include re-surfacing Cheshire Bridge Road to reduce the chance of bicycles being thrown off course by broken pavement and then keeping the shoulder of the road clean, rather than simply allowing it to collect debris. An on-street bicycle lane and signage was also suggested, provided there is sufficient right-of-way. Finally, enforcement of current City of Atlanta zoning requirements for bicycle racks in new commercial developments was deemed critical for encouraging bicycle use.

Truck Traffic

Opportunities

Access to Goods and Services

Adding to the vitality of Cheshire Bridge are the area's industries. Industrial uses provide jobs and add to the healthy mix of uses

along the corridor. They also provide a market of potential customers for other businesses.

Because of its proximity to other arterials, Cheshire Bridge is a strategic location for the delivery of goods and services. This is best seen in the high-volume of truck traffic, which is evidence that the area is economically vibrant.

*Summary of
Truck Traffic
opportunities*

In summary, truck traffic opportunities include:

- Access to goods and services
- Economic vitality

Issue

Truck traffic contributes to the deterioration of the corridor.

One particular drawback to the presence of industrial uses is the truck traffic that they produce. This, coupled with the ever-growing use of large truck by non-industrial business, has contributed to transportation problems directly associated with these large vehicles.

Tractor Trailers

Tractor trailers and garbage trucks are of particular concern to the neighborhoods and other businesses. Currently, 18 wheel trucks use Cheshire Bridge Road as a cut-through from other parts of the city, in addition to serving businesses on the corridor. In doing so, they contribute to congestion and street deterioration. Those trucks that do serve businesses on the corridor are often forced to park illegally in adjacent properties due to a lack of on-site docking facilities. In the process they illegally tie up other businesses' parking lots, damage sidewalks and curbs, and are aesthetically unappealing.

*Summary of
Contributing
Negative Factors*

Factors negatively affecting truck traffic include:

- Lack of enforcement of existing regulations
- Destruction of street and sidewalk infrastructure by heavy trucks
- Lack of consolidated delivery drop-off points
- Lack of alternative access routes for trucks
- Congestion caused by truck traffic during peak hours

Preliminary Alternatives

<i>Enforcement</i>	Truck traffic needs to be minimized along the corridor. Enforcing regulations that restrict trucks along Cheshire Bridge Road can do this, although such efforts are both costly and time-consuming.
<i>Reliever Road</i>	To minimize truck traffic generated by industrial uses along the corridor, development of a reliever road and bridge to service existing industrial properties along side streets and remove industrial truck traffic from Cheshire Bridge Road was suggested. The proposed route could connect from the cul-de-sac at the end of Faulkner Road to Lambert Drive by crossing over the CSX railroad track with an at-grade crossing. Due to the high costs associated with such a project and a likely reluctance from CSX its feasibility is doubtful.
<i>Land Use Changes</i>	A gradual elimination of industrial uses along Faulkner Road and restricting truck deliveries to off-peak traffic hours was proposed by some at the workshop. This is unlikely to happen due to strong support for the businesses located there by many others.
<i>Service Changes</i>	Truck traffic generated by non-industrial users along the corridor could be better understood and addressed by cataloging which businesses absolutely require deliveries by large trucks, and developing several consolidated delivery drop-off points to organize deliveries and reduce impacts of deliveries on non-serviced properties. If trucks are allowed on the corridor, increasing the turning radius at Lindbergh Drive/LaVista Road/Cheshire Bridge Road was also proposed.

Automobile Traffic

Opportunities

Cheshire Bridge Road strategically serves as a connection point to many different parts of Atlanta. It connects with Buckhead to the north; Lindbergh and Buckhead to the west; Virginia-Highland, Briarcliff Road and Emory University to the east; and Midtown to the south. It also provides access to I-85, Lenox Road, Piedmont Road, Lindbergh Drive and LaVista Road.

The mid and southern part of the corridor are congestion free and 80 feet wide right-of-way provides ample room for any needed improvements along other parts of the corridor.

Summary of Traffic Opportunities

In summary, traffic opportunities include:

- Important connections to other parts of the City of Atlanta
- Little congestion south of Woodland Avenue
- Sufficient right-of-way for traffic improvements

Issue

Poorly designed street system prevents smooth traffic flow.

Street Configuration

A multitude of diverse traffic issues plague Cheshire Bridge Road. The impacts that private automobiles have had on the area are significant.

Currently Cheshire Bridge Road serves primarily as an access point to the interstate from other intown neighborhoods and business center, creating congestion and long traffic delays at the Lindbergh Drive/LaVista Road intersection. In contrast, the middle and southern portion of the corridor is under-capacity and excessive speed is a problem there. Additionally, excessive curb cuts and broken, unrecognizable sidewalks contribute to increased vehicular conflict and discourage efficient traffic flow. Uneven road surfaces contribute to these unsafe circumstances, as well.



Figure 4:2 Traffic volume is highest along the northern part of the corridor.

Traffic congestion and speed, in turn, create dangerous conditions for bicyclist, pedestrians and drivers and discourages use of alternative modes of transportation. Add to this a limited number of traffic signals and numerous curb cuts and the result is a dangerous environment for users of the road, both automobile and pedestrian.

Summary of Contributing Negative Factors

In summary, factors affecting traffic include:

- Broken road surfaces

- Lack of turning lanes where needed
- Excessive curb cuts
- Reliance of I-85 traffic on Cheshire Bridge Road
- Excessive speed south of Woodland Avenue
- Visual wideness of parts of the corridor and its psychological impact on speed
- Undistinguishable sidewalks used as driveways
- Over-capacity south of Woodland Avenue
- Dangerous conditions for drivers, pedestrians, and bicyclists
- Few traffic signals south of Woodland Avenue

Preliminary Alternatives

Business, residents, and property owners want to slow and improve the flow of traffic, create a safer and more pedestrian-friendly environment, and encourage passersby to stop and patronize the local businesses

Resurfacing

To achieve this goal, Task Force members, residents, businesses and property owners suggested resurfacing the entire road to improve traffic flow. While this could improve the surface of the road and prevent drivers from having to veer from lane to lane to avoid potholes, it could also increase the speed of traffic along the corridor and may result in increasingly unsafe conditions.

Curb Cuts

Consolidating curb cuts was also discussed. Many participants would like to see curb cuts limited to one per parcel, the only exception being corner parcels. This would reduce confusion and improve traffic flow. Some, however, expressed concern that this would reduce the value of commercial properties, while others indicated that the City of Atlanta Department of Public works may not allow them to be removed and have prevented such actions in the past.

Street Reconfiguration

Many alternatives were also discussed for reconfiguring the streets. One suggestion was to designate the two outer lanes as turning-only lanes while reserving the central two lanes for through travel in the southern portion of the corridor. It was believed that this would allow through traffic to move freely along the corridor. With time, however, it was realized that this would not

operated properly because left turns must be made from the center lanes.

Four to Three Lane Conversion

Another suggestion for the southern section included narrowing it between Lenox Road and Manchester Street to two travel/bicycle lanes with a turning lane or median, where feasible. Such reconfigurations have been undertaken in many other cities throughout the nation on roads carrying up to 25,000 vehicles each day. This removal of two travel lanes does not reduce the amount of traffic the road can handle, nor does it decrease efficiency. In fact, when coupled with improved traffic light timing, it actually improves the flow of traffic and reduces accidents by elimination unexpected stops associated with left hand turns and slowing cars. Slowing cars reduces the amount of space needed between them, which in turn means that more cars can fit on less road area. In Seattle, after nine such reconfigurations, accidents involving cars and pedestrians were reduced by 34.1% on average.

Aside from the traffic benefits of a four to three lane conversion, it would create a more pedestrian friendly environment and increase the amount of landscaping on the corridor, while not causing a situation where left, mid-block turns were prohibited.

On street parking was also discussed between Lenox Road and Manchester Street, along with a landscaped median and series of rotaries at selected intersections. After much deliberation, however, workshop participants determined that a continuous median, rotaries, and on street parking were not desirable.

One step, which was supported for its calming affect on traffic, was encouraging development to front the sidewalks. This could psychologically narrow the travel corridor and help slow vehicles, particularly if trees were planted along the side of the street as well.

Intersection Improvements

Improving specific intersections was also proposed. Most of the attention at the workshops centered on the Lindbergh Drive/LaVista Road intersection, but the intersections of Lenox Road and Woodland Avenue with Cheshire Bridge Road were also considered.

For Lindbergh Drive/LaVista Road participants discussed adding one southbound left turn lane north of the intersection to the ex-

isting southbound lanes while keeping the two northbound lanes. On LaVista Road east of the intersection they considered constructing one additional eastbound through lane to receive the dual left turn traffic from southbound Cheshire Bridge Road. On Cheshire Bridge Road south of the Lindbergh Drive/La Vista Road intersection the street could be widened to align the southbound through lanes on both sides of the intersection. On Lindbergh Drive west of the intersection add one right turn lane to the eastbound approach could also be done.

At the Woodland Avenue intersection residents, businesses, and property owners discussed reconfiguring the curb radius to make a right turn from northbound Cheshire Bridge Road onto eastbound Woodland Avenue easier.

For Lenox Road intersection adding a third, left-turn exclusive lane to Cheshire Bridge Road southbound from Lindbergh Drive/LaVista Road to Lenox Road could be undertaken. Installing traffic lights at this intersection to allow constant green lights on the southbound traffic and regulated stop and go turning left onto Lenox Road would eliminate unnecessary vehicle stacking and prevent congestion. Also installing a signal for northbound traffic at this intersection and a narrow median in Cheshire Bride Road in front of the gas station at the southeastern corner of Lenox Road and Cheshire Bridge Road could help address the cut-through traffic problem.

Coordinated streetlights for the corridor were another popular option and one that could be implemented with little cost.

Investigating ways to reduce the dependence of I-85 traffic on Cheshire Bridge Road was also supported. This included construction of ramps from I-85 to GA 400 and opening the HOV lanes from Lindbergh Drive to I-85 to all vehicles.

Public Transportation

Opportunities

Bus Routes

Public transit serves Cheshire Bridge well. Five MARTA bus routes pass through the corridor along Lindbergh Drive/LaVista Road and connect to the nearby Lindbergh transit station, one

mile west. Of these five buses, one serves Cheshire Bridge Road from Woodland Avenue to Piedmont Road, while the others travel on Lindbergh Drive/LaVista Road. Service intervals for each route range from once every 15 minutes at rush hour to once every 70 minutes late at night. However, due to the convergence of several routes on Lindbergh Drive/LaVista Road, the actual time required to wait for a bus traveling to the Lindbergh transit station is much less.

*Lindbergh –
South DeKalb
Corridor Study*

MARTA is also currently studying the possibility expanding public transportation in the area between the Lindbergh transit station and Emory University. While no specific plan has been decided upon, indications from MARTA are that several options would include a light rail line along the existing railroad right-of-way that passes under Cheshire Bridge Road. If a light rail line through the area were pursued, a stop at Cheshire Bridge would be an asset.

*Public
Transportation
Opportunities*

Opportunities for public transportation include:

- Existing bus routes
- Proximity to MARTA's Lindbergh station
- Possible future MARTA station

Issue

The negative appearance of public transportation facilities discourages usage.

*Poor
Infrastructure*

Despite the positive features, the current role of public transportation along the corridor is less-than-optimal. Poor sidewalk conditions discourage pedestrian traffic, which discourages transit use. Furthermore, those who do use transit are forced to wait, exposed to the elements, for up to forty minutes for a bus. The only exception to this being along Lindbergh Drive/LaVista Road, where bus shelters and the convergence of several different bus routes provide frequent service.

The unkempt appearance of Cheshire Bridge Road also discourages pedestrian activity and promotes automobile use even for local trips. Unlit and overgrown MARTA bus stops are also perceived as unsafe and creating opportunities for criminal activity. Furthermore, a lack of bus service between surrounding residential areas and Cheshire Bridge Road is problem, particularly for the elderly.

*Summary of
Contributing
Negative Factors*

In summary, negative factors affecting public transportation include:

- Poor sidewalk conditions
- Few bus shelters
- Limited bus serve on Cheshire Bridge Road
- Poorly maintained bus stops

Preliminary Alternatives

Buses

A primary suggestion for improving public transportation in Cheshire Bridge is consolidating MARTA bus stops to reduce visual blight and organize services. The remaining bus stops could then be improved with bus pull-ins, shelters, landscaping and other elements to identify them and encourage use. These improvements may be undertaken by developers as part of development proposals, or by MARTA.

Rail

Recently, MARTA has undertaken preliminary studies in several different areas of the region to determine future transit routes. One such area being studied is the South DeKalb-Lindbergh corridor that includes Lindbergh Center, Cheshire Bridge Road, Emory University and Candler Road.



Figure 3:3 Light rail in Portland, OR, fits on existing streets and uses street curbs for stops.

As a result of MARTA's studies several concepts have been developed to determine ridership possibilities within the corridor. The range from coordinating traffic signals and adjusting bus signals to developing heavy and/or light rail. Any potential rail alternative would pass through Cheshire Bridge Road along side the existing CSX (Central and Southern Rail) railroad tracks within the existing CSX right-of-way.

If such a rail proposal is pursued, the placement of a rail stop on Cheshire Bridge Road could significantly impact the corridor. However, it is possible for this impact to be a positive one that strengthens Cheshire Bridge and brings benefits and opportunities to its surroundings. A rail stop could encourage pedestrian activity and would connect Cheshire

Bridge by rail to proposed high-intensity transit-oriented developments at the Atlantic Steel site in Midtown and the Lindbergh Center Station. This connection would be a valuable asset given the increasing congestion in the Atlanta region. It would also make Cheshire Bridge more accessible to conventioners and non-drivers, as well as those who choose not to drive.

Parking

Opportunities

Unlike other intown commercial areas, which have a parking shortage, most businesses on Cheshire Bridge have an overabundance of parking facilities. This insulates the surrounding neighborhoods from the impacts of a parking shortage and provides ample room for patrons. It also differentiates Cheshire Bridge from other intown neighborhoods.

Summary of Parking Opportunities

In summary, parking opportunities in Cheshire Bridge include:

- Overabundance of parking provides ample parking for patrons
- There is no commercial patron parking on local neighborhood streets

Issue

Excess and unsightly parking facilities detract from the area's image.

Empty Lots

The overabundance of parking is one feature of Cheshire Bridge Road that has contributed to its image as an unsightly and unkempt sea of asphalt. Excessive parking adds to visual blight and discourages pedestrian activity. Adjacent parking lots located in front of buildings also contribute to confusion for motorists by not clearly defining where one business' parking ends and the next begins.



Figure 3:4 Excessive parking makes businesses appear under-patronized, which discourages new customers.

Parking Requirements

City of Atlanta parking requirements also may inhibit development in Cheshire Bridge by requiring valuable land to be paved over for parking. These excessive requirements for on-site parking are counter-productive and may discourage higher density development patterns.

Summary of Contributing Negative Factors

In summary, parking is affected by the following factors:

- On-site parking requirements for businesses, which discourages shared parking and promotes inefficient land use
- Visual blight caused by unconsolidated parking facilities
- A lack of landscaping between and within existing parking lots and the sidewalk, which contributes to their negative appearances
- Large parking lots at the front of blocks, which make entry and exit possible only through a series of curb cuts

Preliminary Alternatives*New Approaches to Parking*

Parking could be minimized, beautified and hidden. Minimizing parking could be accomplished by consolidating. All businesses need parking, but not all businesses need parking at the same time or in the quantity currently provided. By allowing businesses to share parking, less space would be needed to serve the same businesses. Current zoning requirements, however, prohibit shared parking. As part of the new Neighborhood Commercial zoning district being proposed by the City, businesses could provide off-site parking up to 300 feet away from the primary use.

Landscaping

City zoning requires landscaping in new lots, but parking could also be improved by landscaping existing lots. Landscaping is needed between lots and the sidewalks to buffer pedestrians and screen the lots from public view.

Parking Behind Buildings

Parking lots could also be hidden from public view by placing them behind buildings rather than in front of them and bringing new development up to the public sidewalk. This could create a more attractive and pedestrian-friendly environment in which shop fronts are the primary visual feature, rather than parking lots.



Chapter 5

Land Use and Zoning

Opportunities and Issues

Introduction

The following reviews the land use and zoning opportunities and issues along the Cheshire Bridge Road corridor which were identified by residents, businesses and property owners during two community workshops. Preliminary recommendations that were considered for addressing these issues are also included. Final recommendations are summarized in Chapter 8.

Commercial

Opportunities

Cheshire Bridge Road is an 8,000 linear feet commercial strip. The limitless possibilities of the corridor are evident in the existing diverse mix of commercial uses.

Business Mix

Cheshire Bridge offers a unique array of shopping and entertainment opportunities that draws customers from the entire Atlanta region. The largest business categories on the road are restaurants and bars. Adult businesses comprise the third-largest category. Antiques, automotive businesses, dry cleaners, and financial and real estate services also have a notable presence, as do gardening and floral shops. The remainder of Cheshire Bridge is characterized by a variety of different shops and services.



Figure 5:1 The corridor has a diverse mix of commercial uses.

Summary of Commercial Opportunities

In summary, commercial opportunities include:

- An 8,000 linear feet corridor

- A diverse mix of commercial uses
- Many regional destinations

Issue

Cheshire Bridge is not a pedestrian-oriented neighborhood commercial district.

Length

Cheshire Bridge Road's 8,000 linear feet is too long to support a continuous successful pedestrian-oriented commercial district. Successful urban commercial areas throughout the country share many similarities. Among these is that the distance from one end of the commercial district to the other is generally no greater than 2,000 linear feet. This is the maximum distance that the average person will walk when shopping.

Tenant Mix

The long commercial strip has resulted in a diverse mix of businesses. However, the selection of commercial services on the corridor does not meet the needs of surrounding residents. Most of the establishments on Cheshire Bridge are geared toward regional shoppers, who visit infrequently.



Figure 5:2 Adult businesses serve regional shoppers.

Existing Regulations

An additional concern is the ability of current regulations to encourage the type of development desired for the corridor. Current zoning is at odds with the goal of creating a pedestrian and neighborhood-oriented commercial district. Specific regulations that pose a problem include the 40 feet deep setback requirements, on-site parking requirements, lack of requirements for easy pedestrian access, and storefront appearance.

Summary of Contributing Negative Factors

In summary, factors affecting commercial land use include:

- Length of corridor
- Lack of neighborhood-oriented businesses
- Zoning regulations at odds with the community's goals

Preliminary Alternatives

Districts Coordinating 8,000 linear feet of commercial development is a challenge. Cheshire Bridge Road must be divided into four separate districts to make it more manageable and ensure it the success of other commercial districts. Workshop participants agreed that each district should be no longer than 2,000 linear feet and have its own character to distinguish itself from the next. Appendix, Map A shows these proposed districts.

Rezoning While focusing on the need for more neighborhood-oriented businesses, workshop participants suggested that *District 2* and *District 4* on Appendix, Map B be the primary areas for these types of services. However, *District 4* is primarily zoned C2 (commercial services) with a small cluster of properties zoned I1 (light industrial). C2 and I1 allow for more intensive uses than C1, (community business). Therefore, this area could be better served with a zoning classification of C1, as some permitted uses under C2 are not in keeping with the community's goals of a pedestrian oriented neighborhood commercial district. C1 zoning is also more consistent with existing conditions; as a result no legal, non-conforming uses would be created. These suggested rezonings are depicted on Appendix, Map C.

SPI District While C1 seemed to be the best option for these properties, it was recognized that this still would not meet the goal of a pedestrian-oriented neighborhood commercial district. C1 still requires the large setbacks and on-site parking requirements the community wants to avoid. Creating a Special Public Interest (SPI) District was suggested. In an SPI, regulations can be tailored to the district.

Neighborhood Commercial A second suggestion in place of the preceding suggestion was to rezone the entire corridor to the proposed NC (neighborhood commercial) zoning district. If the ordinance is adopted by City Council, the entire corridor could be zoned NC with regulations that promote mixed-use developments and new urbanism ideas designed to allow the type of development



Figure 5:3 *Neighborhood Commercial zoning would promote mixed-use, urban forms.*

many businesses, residents, and property owners want. The properties considered for this district are indicated on Appendix, Map C.

Residential

Opportunities

Existing Residential

Cheshire Bridge is almost entirely surrounded by single-family residential land uses. Within the corridor, there are two instances of residential development; one is a high rise residence for the elderly at 2170 Cheshire Bridge Road, and the other is the Cheshire Place Condominiums at 2230 Cheshire Bridge Road. On Appendix, Map A, the elderly housing is in *District 3*, and Cheshire Place is in *District 2*.



Figure 5:4 *Limited residential uses currently exist*

Infill

Along the corridor there are several opportunities for additional residential housing units. The Hellenic Center, located at 2124 Cheshire Bridge Road, has been sold and development into apartments is pending. The DOT is willing to sell their maintenance facility at 1965 Cheshire Bridge Road; Futo's auto impoundment yard, located north of the DOT, is willing to relocate; and several smaller parcels are for sale within *District 2*. These areas are all indicated on Appendix, Map B.

Summary of Residential Opportunities

In brief, the residential opportunities include:

- Surrounding residential areas
- Existing multi-family complexes
- Multiple sites with redevelopment potential

Issue

Cheshire Bridge has an insufficient amount of multi-family residential units to support a viable pedestrian-oriented commercial district.

Insufficient Residential

It is necessary to have multi-family residential uses on Cheshire Bridge Road to balance commercial uses, provide a captive mar-

Commercial Encroachment

ket for potential retailers, provide security, and provide the potential pedestrian base to support pedestrian-oriented retail options. However, Cheshire Bridge Road lacks the necessary residential base to perform these functions.

One particular residential area that workshop participants expressed concern over is the cluster of homes on Rockledge Road. These homes are zoned RLC (residential limited commercial) and R4 (single family residential) and are surrounded by commercial properties zoned C2. It currently is operating as a transitional area and is subject to undesirable, auto-oriented development in the future.

Summary of Contributing Negative Factors

Contributing negative factors include:

- Insufficient amount of multi-family residential units
- Transitional residential areas could eventually turn completely to commercial uses

Preliminary Alternatives

New Development



Figure 5:5 More residential development on the corridor is needed to support a viable neighborhood commercial district.

Businesses, residents, and property owners recognize the value of multi-family residential development along the corridor. They do not, however, want the corridor to become simply another suburban strip line with large, single use, garden apartments. They, therefore, called for a plan that could balance future residential and commercial growth to create an attractive corridor.

District 3 on Appendix, Map B, the area between the two bridges, was chosen as the primary area for new residential development. It is the optimal location, due to its proximity to South Fork Peachtree Creek, potential development opportunities, and location between the two proposed concentrations of pedestrian-oriented commercial uses. Furthermore, by developing primarily residential uses here, a different character will distinguish it from the primarily commercial characteristics of *District 2* and *District 4*.

Appendix, Map B shows the exact locations where large residential developments are possible and desirable. Each of these areas denotes properties that may be easily consolidated. The Task Force suggested recruiting developers to show them these opportunities.

Rezoning Workgroup participants envisioned most of these developments as primarily low-to-mid-rise, multi-family residential uses with commercial on the ground level along Cheshire Bridge Road to give these new areas a truly urban neighborhood feel. However, they proposed rezoning only certain parcels of land to support multi-family development.



Figure 5:6 True urban neighborhoods have residential uses above retail

To help Cheshire Bridge become an urban neighborhood, it was determined by residents, businesses and property owners that the Hellenic Center could be rezoned from R4 to RG3. Rezoning the single-family lots in Area 2 on Appendix, Map B, Woodland/Lenox Road, from R3 to RG2 or RG3 would support the development of townhouses. Area 6, Liddell Drive, could also be rezoned from I1, light industrial, to a commercial or residential classification to permit and encourage mixed-use and residential development, as it is illegal to develop residential uses on industrial zoned property. It was determined that for some of the rezoned parcels, conditions may be required to decrease potential density.

The cluster of residential in Area 8, Rockledge Road, is in need of protection from possible strip commercial development. Two suggestions were made for this area. The first was to rezone this property as part of the proposed Neighborhood Commercial district. The second was to rezone the property to RG2 (multi-family residential) to allow for townhouse development.

The Floodplain

Another issue is residential development in and around the floodplain. Community members would like to protect the floodplain. Some community members supported expanding residential development to the edge of the floodplain to differentiate between the built environment and open space. Others would prefer to restrict any further development in or around the floodplain.

Mixed-use

Opportunities

Business, residents and property owners are in favor of promoting mixed-use developments with ground level commercial and upper story residential or office uses adjacent to Cheshire Bridge Road. Several opportunities exist to consolidate large tracts of land and redevelop them in this fashion.



Figure 5:7 *Mixed-use development is desired for the corridor.*

DOT Property

One such property is the DOT property located at 1965 Cheshire Bridge Road. A land swap with MARTA is currently being considered for the site. MARTA is in the process of obtaining land on Armour Circle for a new rail yard and must relocate the businesses currently housed there. DOT is considering relocating their facility on Cheshire Bridge Road to MARTA's Armour Circle project. In turn, MARTA would work with the Atlanta Development Authority (ADA) to acquire the DOT property to relocate some of the Armour Circle businesses to the site.

1803-1865 Cheshire Bridge

Another location with mixed-use potential is the three contiguous parcels at 1803, 1841, and 1865 Cheshire Bridge Road. These currently house vacant land, several antique shops, and the Cheshire Motor Inn, respectively. Their total acreage is 7.6 acres, which is large enough to allow both residential and limited commercial uses keeping with the vision for the corridor.

Summary of Mixed-use Opportunities

In summary, mixed-use opportunities include:

- Several large tracts of land are available for redevelopment
- Many areas could be consolidated for redevelopment

Issue

In their haste to redevelop the corridor, developers may compromise the community's desires for mixed-use development.

*Development
Paradigm*

While gaining in popularity, new mixed-use developments are still rare in the Atlanta region. This is due, in part, to existing regulations that promote the segregation of land uses. In the rush to redevelop Cheshire Bridge Road, many community members worry that developers will build undesirable, cookie-cutter projects that directly conflict with their vision for the corridor.

The community understands that redevelopment opportunities are timely and they want to act on these opportunities now. Yet they do not wish to compromise their vision of the corridor for the sake of time. They therefore recognize that both community support for a new Cheshire Bridge and cooperation from key players is necessary.

*Summary of
Contributing
Negative Factors*

Key factors affecting mixed-use developments are:

- Current zoning regulations promote the segregation of land uses
- Need for swift action on available opportunities
- Need for community support
- Cooperation between key players to help projects move forward

Preliminary Alternatives*DOT Property*

Workshop participants suggested capitalizing on the opportunity to redevelop the DOT site in a way consistent with the vision for the corridor. Development on the site could serve as the model for future mixed-use developments along the corridor. Ideas included locating retail and displaced Armour Drive businesses on the ground level along the street. Above could be offices or residential units. Residential units could also be added to the rear of the development as well. Placement on the property was also seen as an important factor. The buildings could relate to the street, floodplain and railroad tracks and there could be green space between the street and the railroad tracks.

Also suggested was the acquisition and development of, in addition to the DOT property, the Futo's impoundment yard property at 1989 Cheshire Bridge Road, as well as the parcel adjacent to the railroad tracks to create a larger continuous property. This is Area 5 on Appendix, Map B.

Redevelopment Other properties viewed as potential locations for mixed-use redevelopment are also on Appendix, Map B and include *Area 2*, Woodland/Lenox, *Area 3*, Between Bridges West, *Area 4*, Between Bridges East, *Area 6*, Liddell Drive, *Area 9*, Focal Point, and *Area 10*, Cheshire Motor Inn. Redevelopment in each of these areas is envisioned as two to three stories with retail at the street level and residential or office above. Development located adjacent to the floodplain could be oriented toward both Cheshire Bridge Road and the floodplain. Along Liddell Drive, residential uses could be further complimented with live/work lofts.

Public Lands

Opportunities

Cheshire Bridge currently lacks public lands, both City of Atlanta parks or otherwise. However, there are several opportunities on the corridor for acquiring land for public use.

Focal Point One such potential public land opportunity is the triangular focal point formed by the South Fork Peachtree Creek, the exiting rail line, and Cheshire Bridge Road. This portion of Cheshire Bridge Road is visible from both ends of the corridor and could serve as an important public space if acquired.



Figure 5:8 The undeveloped focal point at the intersection of the Creek and Cheshire Bridge could become public space.

Floodplain Another opportunity is the land immediately to the west of the above-mentioned focal point within the floodplain of South Fork Peachtree Creek. This land houses several transmission towers and serves as a privately owned open space and a buffer zone between the Creek and development. If acquired, such could be valuable for public use.

Public Land The City of Atlanta also owns a four-acre parcel at 2061 Liddell Drive. This parcel has historically been used as a stump dump by the City of Atlanta Sanitation. The parcel represents the only City-owned parcel within the Study Area.

If MARTA pursues a rail line through the area, the station or platform could be another public space. Rail stops have historically served as community focal points. It would be possible for this to happen in Cheshire Bridge as well.

Summary of Public Land Opportunities

In brief, opportunities for Public Land are:

- The focal point between the rail line and South Fork Peachtree Creek
- A predominantly undeveloped floodplain around South Fork Peachtree Creek
- City-owned land at 2061 Liddell Drive
- A possible MARTA rail stop

Issue

The existing undeveloped floodplain is privately owned.

Lack of Public Lands

There are no accessible and safe public lands in Cheshire Bridge. There is land with potential public uses, yet virtually all of it is underutilized. The floodplain is currently under private ownership, and is therefore not accessible to the public. Additionally, because it is under private ownership, it could possibly be disturbed or developed. There are restrictions related to development in the floodplain, but it may be developed if the developer replaces the floodplain downstream.



Figure 5:9 *Parts of the floodplain are heavily forested.*

Accessible open space along the road exists only as asphalt parking lots or overgrown vacant properties. The section of the Creek and the floodplain that intersect the road is hidden below the street level. Most people are unaware that when they are driving over the bridge, they are crossing one of Atlanta's valuable waterways.

Cost Acquiring land for public use would potentially require the outlay of large amounts of public money. In these tight fiscal times, it is highly unlikely that the City of Atlanta or other public agency would

be willing or able to purchase lands within the corridor for public use.

*Summary of
Contributing
Negative Factors*

Public land and open space contributing negative factors include:

- Lack of public lands
- Cost of acquiring land for public use.
- Under-utilization of South Fork Peachtree Creek and its floodplain as protected open space
- Lack of safe and accessible open space

Preliminary Alternatives

Floodplain

Designating the floodplain as public open space was the primary means for providing open space discussed at the workshops. Protection of floodplains is important for many reasons, including water quality and wildlife protection. Therefore, open space is the appropriate use for the floodplain around Cheshire Bridge. However, changes to the City's Fifteen-Year Land Use Plan are needed to identify the areas that would be designated as open space. Some community members suggested designating all undeveloped land in and adjacent to the floodplain. Others suggested designating only the land within the floodplain.

Focal Point

The portion of the floodplain that intersects with the road was considered a critical piece needed for public space. Being at the center of the community, it offers a unique opportunity to serve as a focal point. All workshop participants agree that this intersection could be utilized to create an opportunity for people to interact with the Creek and bring attention to its importance.

Several alternatives were suggested to accomplish this goal. One was to purchase the property at 2107 and 2089 Cheshire Bridge Road and designate it as open space. These two parcels, which are mostly floodplain, lie in *Area 4, Between Bridges East*, on Appendix, Map B, between the Heretic and the bridge. The small portion that is not in the floodplain is not developable given current setback requirements. However, three legal nonconforming billboards are located on one of the parcels and purchasing them and the property would be costly.

A second alternative discussed was to purchase the property at 2084 and 2100 Cheshire Bridge Road. This is located in *Area 3, Between Bridge West*, on Appendix, Map B. Currently, a small

shopping center is located on the property and is, therefore, impractical to acquire.

Park Space

A third alternative considered was purchasing the Hellenic Center property, now highly unlikely due to its pending redevelopment. The previous owners used the site for recreational and cultural activities for their religious community members. A baseball field, large parking lot, and community building are located on the property. If the parcel must be developed, workshop participants would like to see a multi-family development with limited internal recreational and open space amenities.



Figure 5:3 Parks serve as community gathering spots and reinforce a place's identity.

A fourth alternative discussed was purchasing the portion of 2165 Cheshire Bridge Road that abuts the Creek. Currently, there is a parking lot for Sundown Café and Atlanta Water Gardens located there and therefore redevelopment would be difficult.

Each of the above alternatives were intended to create a prospect point for viewing the creek from the street level and to develop the land in the floodplain as a park for people to interact with the Creek.

Rail Stop

Should MARTA pursue light rail in the area, all four corners of the Cheshire Bridge Road/rail line intersection were discussed as possible locations for a light rail station, as was the City-owned parcel on Liddell Drive. However, 2000 Cheshire Bridge Road (home to a small strip plaza) was the focus of discussion because it is in Area 4, Between Bridges East, which is noted as a possible-mixed use development. Such a stop could serve as a public gathering spot. The other three locations were determined to be too constraining.

Industrial

Opportunities

Adding to the vitality of Cheshire Bridge is its industrial district, located in the southwest portion of the study area. The industries provide an economic base for not only Cheshire Bridge, but for the City of Atlanta. They also provide a limited amount of lunch-time customers. The properties are all zoned I1 (light industrial) with a mix of businesses including a dairy processing plant, printing services, film companies, and an auto impoundment yard. These industries are bordered by the interstate to the west and by commercial development on the remaining three sides.

Summary of Industrial Opportunities

Opportunities include:

- An industrial economic base for the City
- A diverse mix of businesses
- Lunchtime customer base
- High quality jobs for local residents

Issue

Community members want to ensure that the industrial zoned properties will not have an adverse impact on Cheshire Bridge.

Industrial Character

Seven industrial properties are located on Cheshire Bridge Road between the Creek and the Railroad tracks. These properties are currently occupied by businesses that would conform to C1 standards, but it is possible that more intensive industrial use could locate there. Community members would like all of the properties on Cheshire Bridge Road to be commercial to conform to the vision of a neighborhood-oriented corridor.

Adult Businesses

The primary issue associated with industrial zoned land for many people is the concern that adult businesses may locate in them. Residents, businesses, and property owners would like to see no new adult businesses in or near Cheshire Bridge Road - not even in the industrial zone. However, since adult businesses have been zoned out of commercially zoned properties, they now may be considering occupying industrial zoned properties. Although they may not legally locate in them due to distance requirements, the industrial zoned parcels in Cheshire Bridge are desirable loca-

tions for adult businesses due to their proximity to the other adult businesses on the corridor.

Another issue associated with industrial uses is the potential for noxious industries. Community members would like to ensure that no noxious industries are allowed to locate in their neighborhood. Luckily, existing I1 zoning precludes such uses.

*Summary of
Contributing
Negative Factors*

Industrial contributing negative factors include:

- Industrial zoned properties on Cheshire Bridge Road
- Concern over adult businesses locating in industrial zoned properties
- Concern over character of existing and future industrial businesses

Preliminary Alternatives

Rezoning

Residents, businesses, and property owners determined that the industrial properties on Cheshire Bridge Road appear to be good candidates for rezoning to C1. This rezoning would create no nonconforming uses and would be consistent with existing uses of the parcels and adjacent properties.

As for the remaining industrial properties in the district, the zoning of I1 restricts most of the undesirable industrial activities that some community members were concerned about. Suggestions were made to leave the district primarily intact. Although there was concern that doing so may only encourage illegal adult businesses.

Adult Businesses

New adult business are prohibited from opening in these industrial properties because all parcels are located within 1,000 linear feet from a residential zoned property and 1,000 linear feet from another adult business location. However, enforcing this regulation is an issue. If the community can be reassured that the regulation will be enforced and no new adult business locations will open, then the community is in favor of leaving the district intact.



Chapter 6

Environment and Open Space

Opportunities and Issues

Introduction

The following reviews the environment and open space opportunities and issues along the Cheshire Bridge Road corridor which were identified by residents, businesses and property owners during two community workshops. Preliminary recommendations that were considered for addressing these issues are also included. For a list of final recommendations, please see Chapter 8.

Tree Cover

Opportunities

Trees and Landscaping

Cheshire Bridge Road has an 80 feet wide right-of-way along most of the corridor, of which only 40 feet is being used for automobile transportation. This leaves an opportunity of 20 feet on both sides of the street to plant trees.

A handful of businesses in Cheshire Bridge have taken advantage of the spaces between their buildings and the street with landscaping. Additionally, the neighborhoods that surround Cheshire Bridge have a dense tree canopy.



Figure 6:1 Pockets of landscaping beautify the corridor.

Summary of Tree Cover Opportunities

In summary, opportunities for tree cover include:

- The 20 additional feet of right-of-way on both sides of most of the street

- Individual business property improvements
- Adjacent neighborhoods have a dense tree canopy

Issue

Cheshire Bridge Road lacks sufficient tree cover.

Trees provide shade, filter out particulate matter, contribute to a pleasant walkable environment, slow the movement of stormwater, lower the total volume of runoff, and reduce flooding. The lack of trees on Cheshire Bridge Road results in high temperatures, which in turn contribute to the production of ground level ozone and higher air conditioning costs. The lack of trees also contributes to poor air quality by not filtering out particulate matter and creating an environment which encourages driving rather than walking. Additionally it increases the volume of stormwater runoff, which leads to downstream flooding and bank erosion and degrades the water quality in Peachtree Creek.



Figure 6:2 Trees provide shade and create a pleasant walking environment.

Summary of Tree Cover Opportunities

Issues related to lack of tree cover include:

- Lack of shade
- Higher temperatures
- Poor air quality
- High energy consumption
- An unpleasant walking experience
- An increase in volume of stormwater runoff
- Degraded water quality in Peachtree Creek



Figure 6:3 The corridor's lack of trees contributes to high temperatures, poor air quality, and stormwater runoff.

Preliminary Alternatives

Adding Trees

Adding greenery, specifically trees, to the street was a unanimous desire of residents, businesses and property owners. The primary

way to achieve this discussed was to create a continuous landscape strip between eight and twelve feet wide along both sides of Cheshire Bridge Road within the right-of-way. After much discussion, a ten feet wide strip was decided upon. Workgroup participants also suggested encouraging property owners to add improvements to their property. In particular, many would like to see some of the excess parking replaced with landscaping.

Water Quality

Opportunities

South Fork Peachtree Creek

The area around Cheshire Bridge Road is home to one of the City of Atlanta's important hydrological features, the Peachtree Creek watershed. After passing under Cheshire Bridge Road and through adjacent residential neighborhoods, the North and South Forks of Peachtree Creek join and form Peachtree Creek. From this point, Peachtree Creek flows westward until it empties into the Chattahoochee River.



Figure 6:4 South Fork Peachtree Creek is a valuable asset.

Due to its strategic location, Cheshire Bridge Road plays an important role in water quality issues associated with both Peachtree Creek and its tributaries. Decisions made in the area have the potential to affect both the immediate area's water quality and water quality downstream. This situation gives Cheshire Bridge the opportunity to set a precedent of how other communities could treat their waterways.

Army Corps of Engineers

The Army Corp of Engineers, in cooperation with the City of Atlanta, Fulton County, and DeKalb County, is conducting a study of the Peachtree Creek watershed to develop an integrated watershed management plan. Specific elements of the plan will include a flood damage reduction plan, an urban ecosystem restoration program, and evaluation of urban stormwater Best

Management Practices. The portion of the watershed surrounding Cheshire Bridge Road is a critical component of this study. The reconnaissance portion of the study has already been completed in which the section of South Fork Peachtree Creek in Cheshire Bridge was identified as an area they would like to implement a number of improvements as part of their efforts. The complete study will be finalized by May 2000.

City of Atlanta The City of Atlanta also has plans for the area in the near future. New sewer lines are scheduled to be constructed parallel to existing lines along South Fork Peachtree Creek to relieve pressures on the existing infrastructure.

Court Settlement Pressure on existing infrastructure will also be lessened due to a recent court settlement between the City of Atlanta and DeKalb County. Previously DeKalb County had been unloading massive quantities of sewage into the City's wastewater system in a relatively short period of time. In the doing so, they overloaded the pipes and caused sewage overflows and increased seepage. Due to the settlement, however, DeKalb County must cease from this practice and release sewage material gradually to allow the system to properly process the material.

Watershed Alliance The Wildwood Urban Forest Group and the Rock Springs-South Peachtree Watershed Alliance have concerns over the health of South Fork Peachtree Creek. They are grassroots organizations made up of residents of the Cheshire Bridge area. Their goals are to protect the Creek and its surrounding floodplain and increase community awareness of the current problems.



Figure 6:5 Community members are concerned about the health and future of the Creek.

Summary of Water Quality Opportunities

In summary, opportunities for improving water quality include:

- The strategic location of South Fork Peachtree Creek at the focal point of Cheshire Bridge Road
- The Army Corp of Engineers' current assessment and future water quality improvement initiatives
- The City of Atlanta's plan to increase sewer capacity

- The settlement preventing DeKalb County from dumping large amounts of sewage into Atlanta's sewer system
- Grass root efforts to protect South Fork Peachtree Creek

Issue

Water quality in South Fork Peachtree Creek is poor.

Both the North and South Forks of Peachtree Creek have a Pollutant Loads Rating of "Poor", according to the Metropolitan Atlanta Urban Watershed Initiative. They are not safe places for children to play, swim, or fish. They also occasionally negatively impact the surrounding neighborhoods by emitting foul smells. The community would like to change these conditions and make it a safe, clean place for their families to enjoy.

Upstream Pollution

This change has to start within the Cheshire Bridge community, even though it is recognized that polluters upstream cause much of the negative impact of the Creek. Residents, businesses and property owners in Cheshire Bridge want to do what they can for the surrounding area and improve the situation for those communities downstream. Flooding, siltation, and poor water quality know no political boundaries.

Pollutants

South Fork Peachtree Creek is the focus of water quality issues because it runs through the core of the community. It is polluted by several sources. The most significant pollutant sources in the Cheshire Bridge area are sewer overflows, illegal dumping, and stormwater runoff.



Figure 6:6 Site of sewage overflow under Cheshire Bridge Road bridge.

Sewer Overflows

The cause of these overflows is detabatable. Partially to blame is DeKalb County, who in the past have released large amounts of sewage into the system in bursts. Also to blame are the age of the pipes and the cracks and other problems associated with it.

Illegal Dumping

Illegal dumping is the second source of contamination within the corridor. Dumping anything directly into the Creek, street, sewer

drains, curbs leading to such drains, or sidewalks is illegal. Illegal dumping in Cheshire Bridge is occurring where automobiles have easy access to the Creek. Drums, garbage bags and other trash items have been dumped in the floodplain next to the Heretic at 2089 Cheshire Bridge Road. Old furniture and appliances have been found in the floodplain accessible by dirt road off Faulkner Road, and North Fork Peachtree Creek under the bridge is used for trash disposal.



Figure 6:7 Items such as this drum containing an unknown substance are illegally dumped in the floodplain.

Stormwater runoff

Stormwater runoff is the final major source of pollution within the corridor. Stormwater runoff is rainwater that runs off the land and into a body of water. Currently, stormwater is piped directly from the road into the Creek. Impervious surfaces, such as parking lots and roads, do not allow the water to naturally infiltrate. Instead, the rainwater runs off the impervious surfaces picking up pollutants, such as oil and metals, and transports them directly into the creek where they degrade the water quality. Furthermore, given that the rainwater does not naturally infiltrate, the stormwater runoff unnaturally increases the volume of water in South Peachtree Creek, eroding the Creek's banks and increasing flash flooding downstream.

Summary of Contributing Negative Factors

In summary, water quality in South Fork Peachtree Creek is impacted by:

- Pollutants originating upstream
- Sewer overflows
- Illegal dumping
- Non-point source pollution from stormwater runoff
- Flooding, which causes stream bank erosion and siltation

Preliminary Alternatives

Many options were discussed for improving water quality at community workshops. These range from grassroots initiatives to Federal programs involving the Army Corps of Engineers.

Illegal Dumping

Dealing with illegal dumping and other trash in the waterway was one of the easiest issues to address. First, the current trash could be cleaned up. One way to do this which was discussed was to call the City of Atlanta, Department of Public Works, Bureau of Sanitation at 404-330-6250 to report a dumpsite. The Bureau of Sanitation will send a crew to dispose of the trash properly. To clean up other debris in the Creek a community wide clean up day could be organized.

Code Enforcement

The second and most important effort needed to reduce trash in the Creek was to prevent illegal dumping from reoccurring. This makes illegal dumping primarily an issue of enforcement. The most effective way to enforce this law considered was to educate the community on the issue. Through education, perpetrators will gain an understanding of the consequences of their actions and be persuaded to stop. Education could also inform community members on how to report an incident. Educational ideas include posting signs that state the fine for illegal dumping, and implementing the Neighborhood Deputies Program in Cheshire Bridge. The Neighborhood Deputy Program, organized through each Neighborhood Planning Unit, is made up of volunteers from the neighborhoods that are trained on reporting code enforcement violations.

Stormwater

Stormwater quality and quantity problems also received considerable attention at workshops. Solutions suggested included creating artificial wetlands or retention ponds to allow pollutants to filter and settle out of the water before entering the Creek. Solutions such as these, which improve the quality of the stormwater and slow the rate at which the stormwater enters the Creek, are options that can be implemented within or near the floodplain in conjunction with the Army Corp of Engineers efforts.

Decreasing the amount of stormwater runoff was the most desirable way discussed to reduce the impact of stormwater on the Creek. It could also help to reduce the effort needed to treat

the remaining stormwater. There are several options that were discussed to decrease the runoff. The simplest and most desirable is to decrease the amount of impervious surfaces to allow stormwater to naturally infiltrate into the ground. Allowing the rainwater to naturally infiltrate would reduce the volume of surface runoff and recharge the water table below Cheshire Bridge, ensuring a more natural hydrological cycle in the area. One way to do this could be to encourage property owners to replace impervious parking lots, especially in low-lying areas, with pervious vegetated areas. Several recommendations in other chapters indirectly address this. For example, reducing on-site parking requirements and implementing a landscaped strip could increase the amount of pervious surface.

Stormwater Separation

Another approach to reducing the quantity of stormwater discusses involved separating the clean stormwater from the polluted stormwater. The rainwater that runs off rooftops, sidewalks, and grassy areas is virtually clean while that which runs off the road and parking lots is polluted. By separating out the clean stormwater, the total amount of stormwater that needs to be treated could be decreased.

Utilizing Stormwater

To separate the stormwater it makes sense to utilize the natural lay of the land. Topographically, both ends of Cheshire Bridge Road are peaks, one at the intersection of Lenox Road (south) and the other at the intersection of Liddell Drive. The low point is where Cheshire Bridge Road crosses South Fork Peachtree



Figure 6:8 Stormwater could be directed into a channel along the side of the road.

Creek. This gentle slope can be utilized to direct the clean stormwater. The only possible problem lies in a two feet deep depression south of the railroad tracks.

Stormwater from the sidewalk and landscaped strip could be directed into a pipe under the sidewalk or into a collection channel

within the landscaped strip. If the water was channeled through the landscaping, it would then become a creek-like water feature flowing through the landscaping downhill toward the Creek. Piping would only be needed under driveways.

Channel

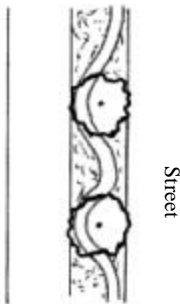


Figure 6:9 Plan of proposed channel.

The channels could be designed to handle a twenty-five-year rain event and capture the water from the proposed ten-foot wide sidewalk and ten-foot wide landscaped strip. The proposed landscaped section between Lenox Road (south) and the Creek is 1,400 linear feet and totals 28,000 square feet. This would create 3.28 cubic feet per second (cfs) in stormwater. The section between the railroad tracks and the Creek is 1,100 linear feet and totals 11,000 square feet. This would create 2.57 cfs in stormwater. A channel 0.5 feet deep and 2.75 feet wide with sides at a 63-degree angle made of rock will have a capacity of 3.35 cfs on the northern slope and 3.52 cfs on the southern slope. This capacity is sufficient to handle the twenty-five-year rain event. Detailed calculations are included in the appendix.

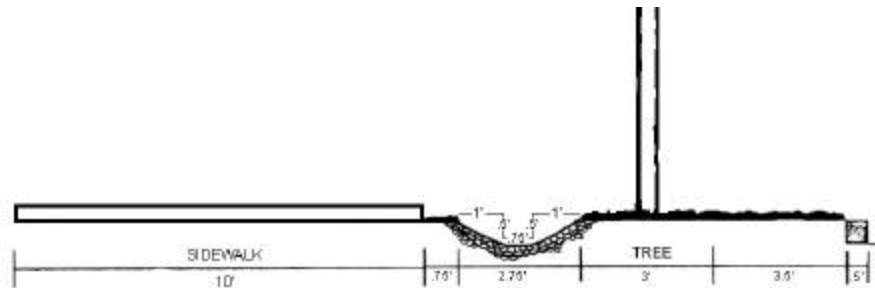


Figure 6:10 The channel would collect stormwater from the sidewalk and landscaped area and flow to the Creek.

The channel capacity could change with use of different materials. Materials such as rocks are natural and could allow some water to infiltrate. Materials such as concrete could direct all the collected water downhill.

The rooftop water could also be directed into this channel or pipe. Currently, all rooftop water is collected in gutters, directed down the side of the building and dumped into the parking lot. Instead of dumping the water onto the parking lot, the water can be channeled or piped (each situation would have to be customized) into the collection system. If the collection system were the channel, the channel capacity would need to be greatly increased, possibly to an undesirable size, in the landscaped strip.



Figure 6:11 The stormwater channel could be made of rock such as this one.

Therefore, if this is the case, the rooftop runoff can be piped separately under the sidewalk.

Once the collected stormwater reaches the low point on Cheshire Bridge Road at the bridge, several options are available. The easiest option is to pipe it directly into the Creek within the right-of-way. This option, however, accomplishes little improvement in stormwater management. The only stormwater improvement that has been made is decreasing the amount of stormwater that needs to be treated, not actually decreasing the amount of stormwater in total.

Instead of simply dumping the water into the stream, many other things could be done. However, all may require acquiring the property at the intersection of the Creek and Cheshire Bridge Road, 2089 and 2107 Cheshire Bridge Road. The majority of this area is in the floodplain. The small portion that is not may not be developed given current setback requirements. The only activity occurring here is the leasing of three legal, nonconforming billboards.



Figure 6:12 This billboard occupies the low point south of the bridge over the Creek.

Army Corps of Engineers

Acquisition of this area opens the window of opportunity for many alternatives, all of which can be completed in coordination with the Army Corp of Engineers' efforts. These parcels could become public open space and, with the removal of the billboards, a more attractive focal point for the corridor could be developed.

The first idea for the area discussed focused on creating a waterfall by cascading the stormwater over rocks and possibly holding it in a detention pond to be slowly released into the Creek. Besides being pleasing to the eye, cascading the water over the rocks, rather than piping it directly into the Creek, will slow the rate at which the water is released into the Creek and give some of the water a chance to infiltrate.

Recycling Water

Taking this suggestion one step further involves re-using the water. The water could be collected in a holding tank, instead of directed into the Creek. Holding tanks can include a detention pond, a holding tank underground or a tastefully designed water tower. If a water tower is chosen, it could become the landmark at the focal point.



Figure 6:13 Stormwater can be cascaded over rocks to both clean it and create a visual

The collected water could then be re-used. Suggested uses include irrigation; use in City vehicles such as fire trucks, sludge trucks, flusher trucks, and street cleaners; selling it to commercial users, such as car washes; or even pumping some of the water back uphill to continuously flow down the channel. These water recycling efforts with the exception of pumping the water uphill can be implemented at a later date with the aid of the Army Corp of Engineers.

The construction of the pump and pipes to bring the water back up hill could implemented in conjunction with the landscaping. Pumping the water back uphill and allowing it to flow back down could create a water feature that can be enjoyed at all times, not just when it is raining.



Figure 6:6 A water tower could hold stormwater and become a signature for the corridor.

Srinas

A continuous flow of water in the channel could also be achieved by tapping into an underground spring and pumping this water up to the high points. Atlanta used to be known as the “City of one thousand springs.” Most of these springs have been piped and paved over. One known spring in the area is under the new Lindbergh Crossing shopping center at the intersection of Lindbergh Drive and Cheshire Bridge Road. Additional research as to the location of other springs in the area is needed to finalize whether this alternative is feasible.

Fountain

One other alternative discussed to help improve water quality was implementing a fountain in the Creek or in any retention ponds created. A fountain would aid in aeration, and would circulate the

water and prevent it from becoming a breeding ground for mosquitoes. Additionally, a tall fountain would bring attention to the Creek, and could become an attraction and landmark for the corridor.



Figure 6:15 A fountain could improve water quality and serve as a landmark.

Wildlife

Opportunities

Habitat The South and North Forks of Peachtree Creek and the forests and fields surrounding them are habitat for vegetation and animals. The creeks themselves offer habitat to a diverse mix of aquatic life, and the forests and fields are home to such animals as fox, owls, turtles, and doves.

Recent improvements to South Fork Peachtree Creek at the Cheshire Bridge Road bridge and the Lenox Road bridge include rip-rap installation, debris clean-up and silt removal. This will improve the aquatic habitat by reducing the amount of silt and other debris in the water.



Figure 6:16 Riprap has been placed on the Creek's bank to stop erosion.

Summary of Wildlife Opportunities

Opportunities for wildlife protection include:

- A forest and field habitat
- The South Fork Peachtree Creek aquatic habitat
- City of Atlanta aquatic habitat improvements

Issue

Habitat conditions are not ideal for wildlife.

Terrestrial Habitat

Much of the existing forest near Cheshire Bridge Road is young, as most of the land in the area was farmland as recently as the 1950s. There are some mature areas, although it will be several decades before the remaining forest matures. This growth may not happen if the forest is altered in any way.

The forest is currently under private ownership and may be developed or disturbed. There are restrictions related to development in the floodplain, but it is possible. Disturbance of the floodplain or the area around it could alter the habitat and render it inhospitable to some of the remaining species.

Fields The fields in the floodplain are also under private ownership and house several radio towers. To prevent shrub growth, they are mowed periodically. Therefore, their habitat potential is limited, although they do provide home to mice and other wild rodents which are food for native predators such as fox and owls.

Aquatic Habitat The aquatic habitat has issues as well. A recent study by CH2M Hill, under the Metro Atlanta Urban Watersheds Initiative, revealed that South Fork Peachtree Creek has a Habitat Index Rating of "Fair-Good." This means that aquatic life can still live there, but there may be periods of severe degradation. These conditions are due primarily to the alteration of the physical habitat as a result of erosion and silt deposits in the streambeds, and water quality degradation from stormwater runoff and sewer overflows.

*Summary of
Contributing
Negative Factor*

In summary, the negative factors affecting wildlife include:

- The floodplain and surrounding land is under private ownership and protection is not guaranteed
- South Fork Peachtree Creek's Habitat Index Rating of "Fair-Good."
- Stormwater runoff
- Sewer overflows

Preliminary Alternatives

Land Acquisition

If wildlife is to be protected, their habitat must be preserved. Central to preserving wildlife habitat is acquiring it. Some community members suggested designating all undeveloped land in and adjacent to the floodplain for preservation of habitat. Others suggested designating only the land within the floodplain.

Several options were discussed for acquiring the habitat. One option could be for the community to work with a charitable organization to purchase the land and dedicate it as a wildlife

preservation area. Another option could be to work with the Chattahoochee Riverkeeper and the City of Atlanta to use funding from the City of Atlanta Upper Chattahoochee Riverkeeper's Consent Decree. The properties could also be purchased as part of the Army Corp of Engineers' efforts. Wildwood Urban Forest Group is currently exploring several avenues to purchase a large portion of the urban forest in the floodplain south of Cheshire Bridge Road.

Aquatic habitat improvement is also essential. These improvement alternatives are discussed under Water Quality in this chapter.

Open Space

Opportunities

The forest and fields surrounding South Fork Peachtree Creek provides open space in the Cheshire Bridge area. It is a resource to have such a large tract of open space in northeast Atlanta. Plus, it provides a possible link between the neighborhoods and Cheshire Bridge Road.



Figure 6:17 *Sundown Café patrons overlook a parking lot rather than the Creek.*

The Army Corp of Engineers' activities mentioned earlier in this chapter may lead to the designation of some of this open space as public open space. The feasibility study they are conducting will incorporate existing and potential recreation plans into the flood damage reduction and urban ecosystem restoration projects along riparian corridors.

Where South Fork Peachtree Creek intersects with the road offers a unique opportunity for open space. It is at the center of the corridor and is the focal point. Additionally, it is the reason for the construction of historic Cheshire Bridge.

Many other opportunities exist where development borders the forest and Creek. Restaurants and residential areas, in particular, have an opportunity to create spectacular views of this natural area for people to enjoy.

*Summary of
Open Space
Opportunities*

In summary, open space opportunities include:

- The forests and fields surrounding South Fork Peachtree Creek
- The Army Corp of Engineers' activities in the Peachtree Creek watershed
- The floodplain linking Cheshire Bridge Road to the neighborhoods
- Potential accessibility and visibility of the floodplain and Creek from Cheshire Bridge Road
- Potential views from restaurants and residential areas of the forest and creek

Issue

Cheshire Bridge lacks safe and accessible park and recreational opportunities.

*Private
Ownership*

There is no parkland in the Cheshire Bridge study area; the open space that does exist is in privately owned forests and floodplain meadows surrounding South Fork Peachtree Creek. Therefore, this open space is not available for the public to enjoy.

*Obscured Open
Space*

The privately owned open spaces are also not visible. Most residents don't even realize that they exist. They are hidden behind developments that have turned their back on them. The Creek is even hidden as it passes under Cheshire Bridge Road. It is located about 15 feet below the street level and bridge. As people drive over the bridge, most are unaware that they are crossing a bridge, not to mention one of Atlanta's valuable waterways.

Appearance

The appearance of the creek in most areas has also been degraded. This is due mostly to severe bank erosion, changes in the vegetation on the banks and surrounding areas of the Creek, and the presence of litter.

Pollution

Pollution is an additional concern. Water quality is poor, and undeveloped land is unkempt and used for illegal dumping. Pollution can be hazardous for people, especially for children. Secondary recreation uses in the Creek, such as wading, are considered imperiled because of physical hazards such as broken

glass as well as biological and chemical contamination of the Creek from various sources.

Safety

Much of the existing open space is also not safe. Homeless camps exist in the floodplain area and the floodplain is often the location of illicit sexual activities. Residents are concerned that any parks developed in these areas would be unsafe as well.

Summary of Contributing Negative Factors

In summary, factors affecting open space include:

- Existing open space is privately owned
- Open space not visible from the street or surrounding areas
- The appearance of the Creek has been degraded
- Impacts of pollution on human health
- Open space is unsafe

Preliminary Alternatives

The community unanimously wants more quality open space. The many types of open space that could be provided were discussed. Some community members envisioned the open space as simply a protected forest with interaction restricted to viewing the Creek from the street level while others wanted more active spaces for educational and recreational purposes.

The Bridge

One suggested open space could be a park on the bridge where the Creek passes under Cheshire Bridge Road. The bridge could be expanded, dressed up, and celebrated, creating an overlook and festival location. A park in this area could also be expanded to include park space below the bridge. Within this park, the previously-mentioned stormwater fountains ponds or tower could be constructed to further enrich it.



Figure 6:18 Park space could be created on or around the bridge over South Fork Peachtree Creek.

A park around the bridge could be used for traditional parkland uses such as viewing the creek, festivals, relaxing, and jogging. It could also be used for educational and marketing purposes or tied into a large network of greenway trails running along the banks of South Fork Peachtree Creek.

Floodplain The idea of larger park to which these trails would connect was also very popular. A number of community members wanted to utilize the floodplain fields and surrounding forests as an ecological park with the park at the bridge serving as the trailhead. Although some suggested active recreation such as soccer fields for the fields, most appeared to only desire trails and other unobtrusive uses in the area. Others wanted the floodplain left in its current state.

If a park were developed, land would need to be acquired. There was some question whether all undeveloped land around South Peachtree Creek or only the floodplain should be acquired. Regardless, it is possible that the necessary land could be acquired in conjunction with the Army Corp of Engineers' efforts or through a non-profit organization.



Figure 6:19 Trails could traverse the forest.

Trails through the floodplain could also allay some people's concerns about safety in the area. Connecting trails through the forest to destinations to ensure frequent use will increase security. In the south floodplain, trails could be developed as elevated boardwalks connecting the neighborhoods to Cheshire Bridge Road. In the north floodplain trails could connect Cheshire Bridge Road to Piedmont Road and the Lindbergh MARTA Station. It was even suggested that MARTA or City of Atlanta Police Department Officers could also monitor trails on bicycles to increase safety.



Figure 6:20 Frequent use of the trails would provide security.

If trails were not developed along the floodplain, safety could also be improved by orienting development towards the floodplain. This would place eyes on the park and add 24-hour surveillance.

Pocket Parks Smaller parks were also suggested for the corridor. A small public park overlooking the floodplain in any new development undertaken on the current DOT maintenance facility was suggested. In particular, a park would be appropriate on the portion of the property that was previously used as a construction dump site. This portion of the property is not stable enough to build a structure on without great cost. Therefore, a park may be the most appropriate use for the site.

Pocket parks could also be created intermittently or at focal points along the road to allow for passive recreation. These could happen within the right-of-way or as part of new development. See Chapter 2 for more details.



Figure 6:21 Pocket parks on Cheshire Bridge Road are desired.

Chapter 7

Recommendations

Introduction

The following chapter contains goals, objectives and recommendations for addressing the opportunities and issues highlighted in the previous chapters.

The chapter is divided into five sections, correlating to the five previous areas of discussion: Urban Design, Marketing and Image, Transportation, Land Use and Zoning, and Environment. Within each area, specific concerns are addressed in a similar fashion.

The recommendations provide specific steps which need to be taken to transform Cheshire Bridge Road from an automobile-oriented commercial strip into a truly urban and vibrant pedestrian-oriented environment. This will improve the visual quality of the corridor and create an environment conducive to walking, bicycling, transit ridership and human interaction. As such, the quality of life will be improved for residents and business owners along Cheshire Bridge Road, as well as throughout the Atlanta region.

At their most elemental, the steps necessary for transforming Cheshire Bridge into a walkable, neighborhood-oriented center include locating mixed-use buildings close to the sidewalk, providing building entrances which face the sidewalk, and locating parking behind buildings. They also include widening sidewalks and planting street trees, adding bike lanes, and removing visual clutter by burying utilities and replacing billboards with more intensive uses. See Figures 7:1 and 7:2.

Before

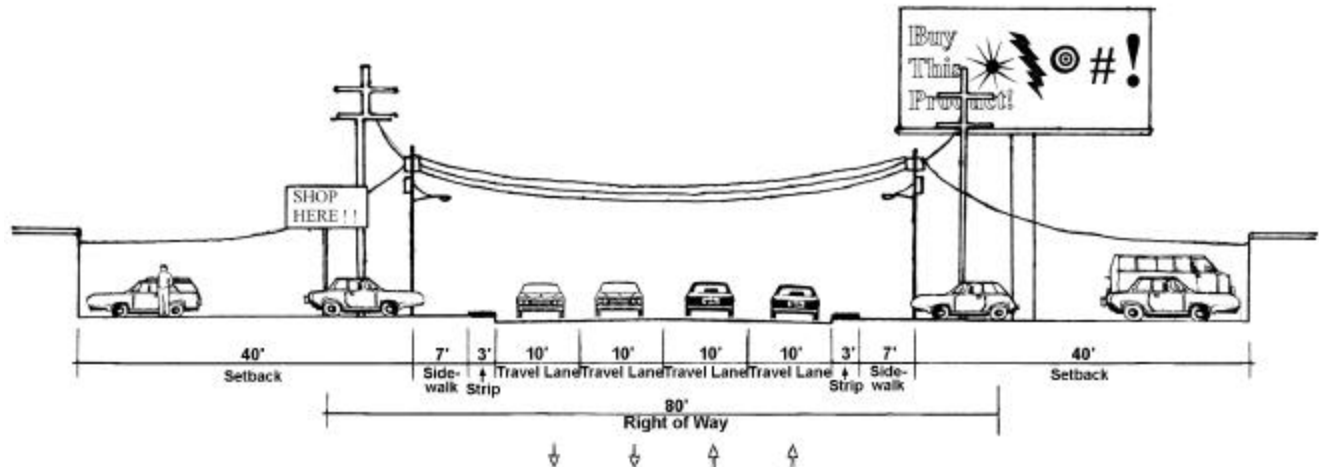


Figure 7: 1 Cheshire Bridge Road is a commercial strip characterized by 40 feet or greater front yard building setbacks, parking in front of buildings, unsightly overhead utilities, lack of spatial definition and little pedestrian infrastructure. It is designed exclusively for the automobile, which discourages alternative modes of transportation.

After

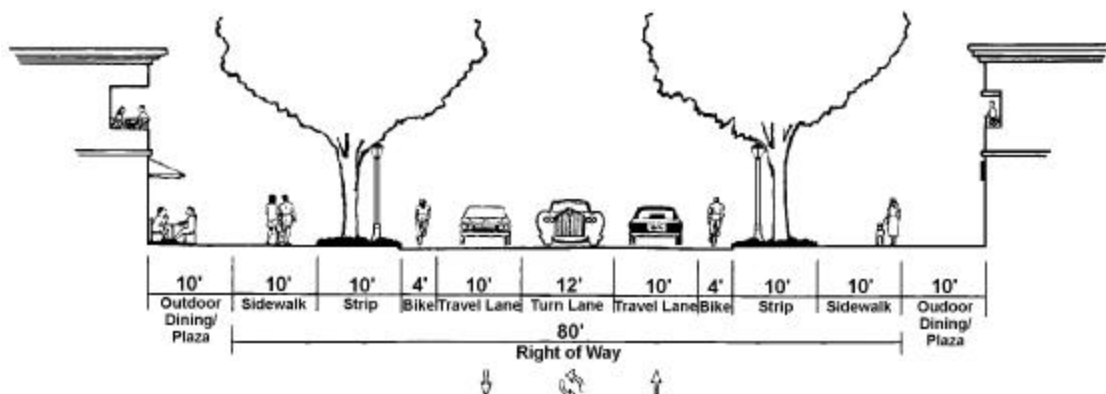


Figure 7: 2 By moving buildings closer to the street, implementing streetscape improvements, burying utilities and adding bicycle lanes, Cheshire Bridge Road is transformed into a neighborhood center which respects the needs of pedestrians, transit and bicyclists while facilitating the smooth flow of vehicular traffic.

Urban Design

Goal *Create a safe, attractive and delightful pedestrian scale street environment.*

Introduction

Cheshire Bridge Road is characterized by a lack of greenery and landscaping, a confusing array of signage, large building setbacks, excessive amounts of asphalt, and overgrown vacant properties. The area also suffers from a lack of well-defined entrance points and uniform streetscape treatments. These factors contribute to the ambiguous character of the corridor and negate its positive features.

The following recommendations capitalize on the many opportunities available to the corridor by establishing an urban design framework to guide development. The emphasis is on achieving a pedestrian-oriented neighborhood commercial area to serve local residents as well as employees and outside visitors.



Figure 7:3 Typical proposed streetscape.

Streetscape

Objective

Implement a uniform sidewalk treatment with ample sidewalks and generous landscaping.

Recommendations

- Provide adequate and consistent street and sidewalk lighting.

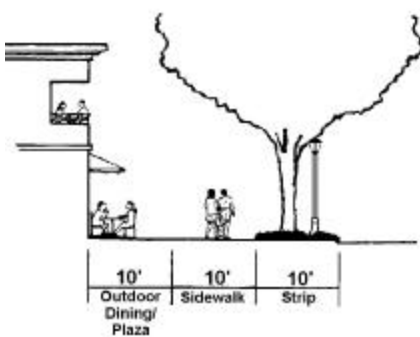


Figure 7: 4 Proposed sidewalk treatment.

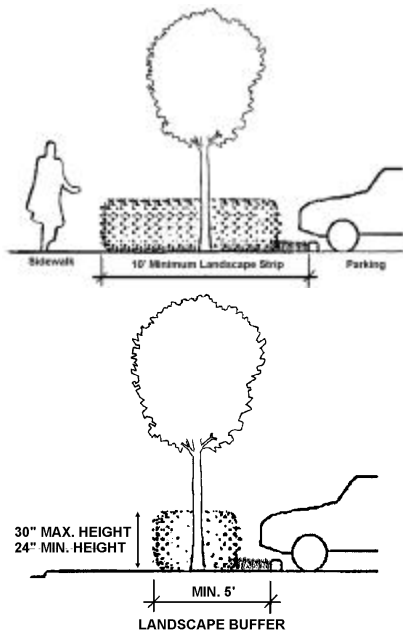


Figure 7: 5 Provide landscape buffers adjacent to surface parking lots of 10 feet for new lots (top) and 5 feet for existing lots (bottom).

- Establish a uniform sidewalk treatment for new development south of Lenox Road (south) that includes:
 - A ten feet wide street-furniture and tree-planting zone adjacent to the curb. See Figure 7:4.
 - A ten feet wide public sidewalk.
 - A ten feet wide front yard area with brick pavers.
 - A ten feet wide landscape strip between sidewalks and adjacent surface parking planted with shrubs a maximum of 30 inches in height and trees for parking lots located on the side of buildings. See Figure 7:5.

- Establish a uniform sidewalk treatment for new development north of Lenox Road (south) that includes:
 - A five feet wide street-furniture and tree-planting zone adjacent to the curb. See Figure 7:4.
 - A ten feet wide public sidewalk.
 - A ten feet wide front yard area with brick pavers.
 A ten feet wide landscape strip between sidewalks and adjacent surface parking planted with shrubs a maximum of 30 inches in height and trees for parking lots located on the side of buildings. See Figure 7:5.

- Establish a uniform sidewalk treatment for existing development that includes:
 - A five feet wide street-furniture and tree-planting zone adjacent to the curb.
 - A six to eight feet wide public sidewalk.
 - A five feet wide landscape strip between sidewalks and adjacent surface parking planted with shrubs a maximum of 30 inches in height and trees for parking lots located in front of and on the side of buildings. See Figure 7:5.

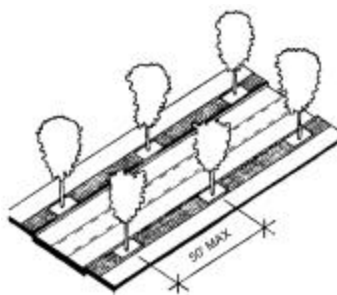


Figure 7: 6 Plant evenly-spaced large shade trees within the street furniture and tree-planting zone.

- Plant large shade trees in the street-furniture and tree-planting zone spaced at a maximum distance of 50 feet on center. See Figure 7:6.
- Prune lower limbs of street trees up to a height of eight feet above sidewalk.
- Prohibit parking in front of new developments, adjacent to the street.
- Locate existing overhead utility lines underground.

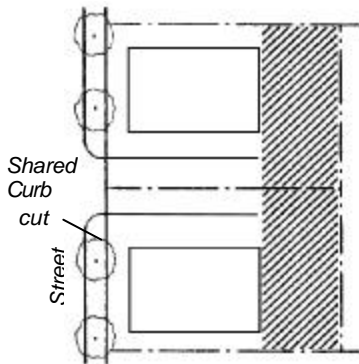


Figure 7: 7 Curb cut widths should be limited to 24' for two-way entrances and 12' for one-way entrances. Shared entrances are encouraged for adjacent parcels.

- Encourage business owners to install and maintain fountains at premise entrances as a signature for Cheshire Bridge.
- Provide attractive bus shelters at certain locations with bus schedules posted.
- Require that the location and screening of dumpsters for new developments adhere to the proposed NC ordinance.
- Limit curb cut widths to 24 feet for two-way entrances and twelve feet for one-way entrances. See Figure 7:7.

Objective

Provide attractive, effective, neighborhood scale signage.

Recommendations

- Locate signage so that it balances visibility with aesthetics.
- Encourage diverse, yet complimentary signage.
- Ensure visibility of signage from automobiles.
- Enforce the City of Atlanta sign ordinance.
- Limit banner use to promotions of special events.
- Limit location of banners to permanent structures.
- Require a six inch high street address number located above the primary entrances of buildings for identification.

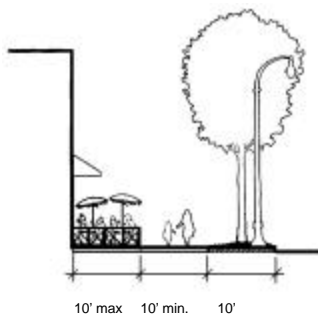


Figure 7: 8 Provide a standard ten feet frontyard adjacent to the public sidewalks to encourage outdoor dining.

Spatial Form

Objective

Develop attractive building forms which frame the street and emphasize the relationship to the pedestrian.

Recommendations

- Eliminate the current 40 feet minimum front yard setback.

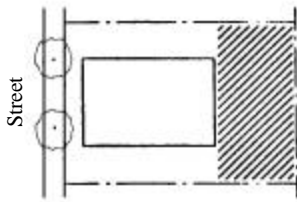


Figure 7: 9 Parking located at rear.

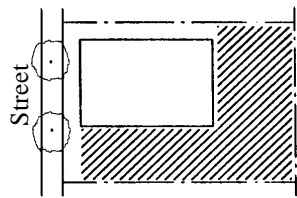


Figure 7: 10 Limited parking along side.



Figure 7:11 Create a pedestrian environment with shaded sidewalks and attractive storefronts.



Figure 7: 12 Encourage outdoor dining to add life to the street.



Figure 7: 13 Frame the street with building heights at a minimum of 24' or two stories tall.

- Require new buildings to have a standard frontyard adjacent to the public sidewalk of ten feet. See Figure 7:8.
- Require the standard ten feet setback from the public sidewalk to be treated with pavers.
- Require new buildings to locate parking to rear or side of buildings. See Figures 7:9 and 7:10.
- Redevelop parking areas in front of existing buildings with outdoor dining, plazas or landscaping to relate the building to the public sidewalk.
- Consolidate parcels for new development to ensure uniform setbacks and shared parking arrangements.
- Avoid blank or solid walls at street level by encouraging buildings to be built with an ordered array of entries, porches, windows, and bays that face onto public right-of-way. See Figure 7:11.
- Provide primary entrances that face and connect with the public sidewalk.
- Design and arrange new building entries and outdoor spaces to have a clear relationship to the street.
- Develop a consistent storefront appearance with shop windows.
- Provide space for outdoor dining adjacent to the sidewalk. See Figure 7:12.
- Require low-rise commercial structures with a minimum height of 24 feet or two stories. See Figure 7:13.
- Require buildings to clearly delineate each floor of the structure through belt courses, cornice lines, or similar architectural detailing.
- Encourage mid-rise residential structures adjacent to the sidewalk. See Figure 7:13.

Gateways

Objective

Establish a signature gateway treatment that provides definitive entrances into the Cheshire Bridge Road corridor.



Figure 7: 14 Utilize markers and landscaping to define gateway entrances

Recommendations

- Define gateways using urban design elements and landscaping to represent the unique character of the corridor.
- Establish gateways that communicate to visitors that they are entering the Cheshire Bridge corridor. See Figure 7:14.
- Develop major gateways at Piedmont Road (5, Figure 7:15), Lindbergh Drive (3, Figure 7:15), LaVista Road (4, Figure 7:15), the Interstate 85 overpass (1, Figure 7:15) and the Interstate 85 exit ramps (2, Figure 7:15).

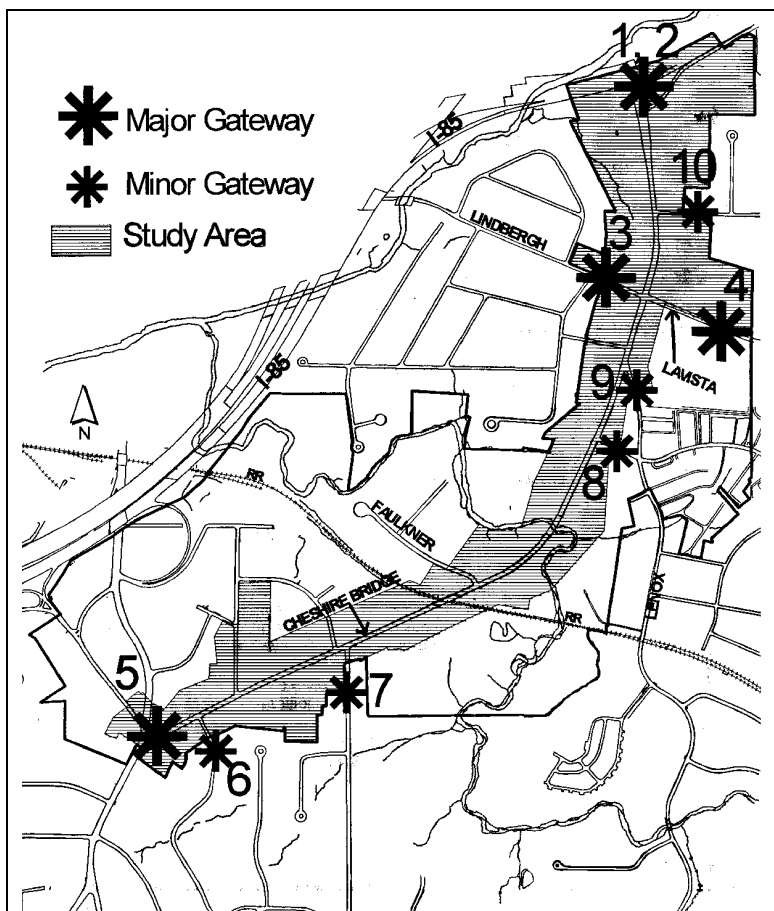


Figure 7: 15 Map of the Cheshire Bridge corridor showing proposed primary and secondary gateway entrances.

- Develop minor gateways at Sheridan Road (10, Figure 7:15), Lenox Road (9, Figure 7:15), Woodland Avenue (8, Figure 7:15), Wellbourne Drive (7, Figure 7:15) and Windmere Drive (6, Figure 7:15).
- Display 'Welcome to Cheshire Bridge' signage from the interstate overpass, to be visible to vehicles traveling south on Cheshire Bridge Road.
- Display directional signage on Cheshire Bridge Road at the interstate exit ramp, north of the interstate (2, Figure 7:15).
- Utilize the striped median area immediately south of the I-85 overpass for gateway treatment (1, Figure 7:15).

- Establish a southern gateway at the intersection of Piedmont Road and Cheshire Bridge Road utilizing the raised concrete median (5, Figure 7:15).
- Establish smaller gateways at connecting neighborhood streets such as Lenox Road, Woodland Avenue, Wellbourne Drive, and Windmere Drive (9, 8, 7, 6, Figure 7:15).

Objective

Establish a signature visual theme to unify the corridor.

Recommendations

- Create a gateway theme using sculpture, fountains, or unique plantings. See Figure 7:16.
- Develop a consistent landscape treatment throughout the corridor.
- Utilize medians to carry gateway treatment themes throughout the corridor, particularly at the bridges. See Figure 7:17.
- Emphasize the bridges as the symbolic heart of Cheshire Bridge Road.
- Utilize a neighborhood planning workshop to determine a design theme for the gateway treatment and the rest of the corridor to unify the area.
- Utilize a consistent design theme for permanent physical elements such as gateways lighting, benches, litter receptacles and bus shelters throughout the corridor.
- Emphasize intersections that serve as transitions within the corridor with special design treatments.
- Prohibit gateway structures that hang over the road.
- Replace billboard south of the South Fork Peachtree Creek bridge with a signature focal point such as a water tower or fountain. See Figure 7:18.



Figure 7: 16 Include fountains or sculptures in gateway treatment.



Figure 7: 17 Medians may serve to carry gateway theme throughout the corridor.

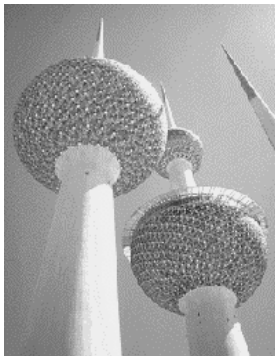


Figure 7: 18 Create a signature focal point with unique water towers.

- Enhance South Fork Peachtree Creek bridge to make it an attractive destination spot for residents, visitors, and employees.

Public Areas

Objective

Establish attractive and functional public areas along the corridor which enliven Cheshire Bridge and strengthen its new character.



Figure 7: 7 Fountains serve as focal points.

Recommendations

- Encourage pocket parks and outdoor dining areas as part of new development along the corridor. Figure 7:20.
- Provide lighting and additional urban design features (i.e. landscaped median, public art, and fountains) at the bridges. See Figure 7:20 and 7:21.
- Acquire parcels at 2089 and 2107 Cheshire Bridge Road, between the Creek and The Heretic, for public use.



Figure 7: 20 Pocket parks encourage neighborhood interaction.



Figure 7: 21 Public art serves as a focal point to the streetscape.

Maintenance

Objective

Maintain the streetscape to establish a tidy, well-kept appearance.

Recommendations

- Ensure that public areas are free of litter.
- Provide adequate, attractive litter receptacles in the street furniture and tree-planting zone. See Figure 7:22.
- Ensure landscaped areas in front of businesses are maintained.
- Replace broken curbs.
- Repair broken sidewalks.
- Create a code enforcement deputy position on NPU F to identify and report code violations.
- Implement an adopt-a-street program for tree and landscape maintenance.
- Implement a Property Maintenance Program managed by the proposed Cheshire Bridge Business Association to fund streetscape improvements.



Figure 7: 22 *Provide attractive litter receptacles.*

Marketing and Image

Goal Market a vibrant and diverse urban neighborhood for businesses, residents, and visitors.

Introduction

Cheshire Bridge is one of the most eclectic commercial areas in metropolitan Atlanta. The area has a wide variety of businesses ranging from antique shops and baby stores to bars and lingerie modeling studios. While the corridor is a destination for many Atlanta area residents, it fails to serve the needs of the people in its own backyard. The corridor lacks many neighborhood services of other intown neighborhoods. Because of this, residents of surrounding residential areas seldom patronize the business along the corridor and must leave the neighborhood for basic services.

There is a strong desire among many residents, businesses, and property owners to change the nature of Cheshire Bridge. To turn the corridor into a neighborhood-friendly place, they believe that Cheshire Bridge must build on its strengths and downplay the undesirable aspects. Only by doing so can the corridor become a pleasant and useful corridor for both residents and visitors alike.

Market Image

Objective

Establish a new image for Cheshire Bridge by providing a vital and user-friendly commercial and residential community.

Recommendations

- Physically transform Cheshire Bridge Road from an auto-oriented commercial strip into a pedestrian-friendly urban neighborhood through recommendations discussed in Urban Design.
- Establish a Cheshire Bridge Business Association.

- Encourage Cheshire Bridge Business Association to develop marketing materials to promote awareness of and celebrate the unique antique shops, restaurants, and specialty shops.
- Promote public awareness of the abundance of parking in Cheshire Bridge as opposed to other intown neighborhoods.
- Sponsor a street festival along the corridor capitalizing on existing features.
- Sponsor centralized festivals around the bridge in spring or fall to showcase the corridor's assets and increase visibility.
- Provide a farmers market during harvest season to attract visitors, provide fresh produce to surrounding neighborhoods, and encourage street activity.
- Support redevelopment of Hellenic Center at 2124 Cheshire Bridge Road into a mixed-use, multi-family community.
- Adopt City of Atlanta NC (neighborhood commercial) zoning ordinance.
- Cap restaurants and bars at no more than 25% of retail uses along the corridor as part of above-mentioned ordinance.
- Recruit new restaurants that serve lunch.
- Encourage existing restaurants to serve lunch.
- Target offices in Buckhead and along I-85 corridor for potential lunchtime customers.
- Encourage Cheshire Bridge Business Association to develop a comprehensive promotional program.



Figure 7:23 Street festivals have the potential to become a major draw for both residents and visitors.

- Encourage Cheshire Bridge Business Association to develop a comprehensive advertising program.
- Advertise the corridor as an affordable alternative to Buckhead, Midtown, and other intown neighborhoods.
- Contract with a design firm to develop a logo utilizing a community design process.
- Consider including a bridge in the logo.
- Develop gateway pillars displaying logo.
- Use the logo on bus shelters.
- Use the logo on marketing material.
- Produce stickers and banners of logo for placement in business windows.
- Promote the corridor's eclecticism in area publications.
- Promote the corridor as a neighborhood-oriented destination.
- Promote the corridor's pedestrian-oriented form.
- Promote the corridor's safety in area publications.
- Promote the corridor as a well-maintained commercial and residential environment.
- Promote the corridor's diverse business mix in area publications.
- Promote the corridor's social diversity in area publications.
- Develop directional signage displaying businesses and community logo.



Figure 7:24 Directional signage can make an area more user-friendly.

- Build a kiosk to serve as a directory and neighborhood bulletin board somewhere along the corridor.
- Encourage proposed Cheshire Bridge Business Association to develop informational brochures highlighting the corridor for distribution in area hotels and other tourist attractions.
- Encourage property owners to replace adult businesses with neighborhood commercial businesses.
- Encourage Cheshire Bridge Business Association to develop an Internet webpage showcasing Cheshire Bridge.

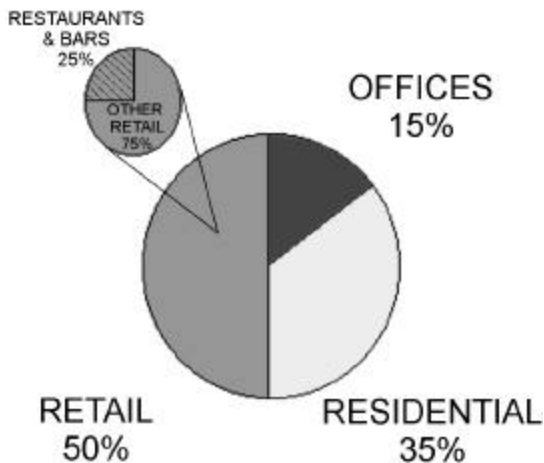
Tenant Mix

Objective

Provide a healthy tenant mix by strengthening existing local businesses and developing new ones.

Recommendations

- Promote the following market mix to support a neighborhood-oriented commercial district: 50% retail, 15% office, and 35% residential.
- Promote the following breakdown for retail uses 25% bars and restaurants, 45% traditional retailers, and 30% services.
- Work with MARTA to perform land swap with State of Georgia Department of Transportation and then develop existing DOT maintenance facility into residential and professional space with 10,000 - 15,000 sf street level retail.



Neighborhood Services

Objective

Provide primarily neighborhood-oriented businesses as part of the retail and office mix.

Recommendations

- Recruit a grocery store chain such as Harry's in a Hurry, Eatzi's or mini-Kroger to develop a neighborhood grocery store of between 15,000 and 20,000 sf in Cheshire Bridge.
- Replace existing adult businesses with profitable neighborhood retail businesses.
- Recruit a pediatrician, dentist, internist, etc. to locate along the southern portion of the corridor.
- Recruit a bookstore to open.
- Recruit an office service store such as MBE or Kinko's.
- Recruit a non-adult video store.
- Work with local theatre group, such as Horizon Theater, to develop theatre space on the corridor.
- Build new sidewalk connections to adjacent neighborhoods.
- Encourage Cheshire Bridge Business Association to work with surrounding residential neighborhoods.
- Discourage big box retail development.



Figure 7:25 *Neighborhood services are necessary to support a vital commercial district.*

Transportation

Goal Facilitate smooth traffic flow while enhancing and protecting pedestrian, bike and public transit facilities.

Introduction

Cheshire Bridge Road is an access point to the interstate from many intown Atlanta neighborhoods. Much of the traffic along the road is from commuters who use the road to reach Interstate 85. This, coupled with excessive curb cuts, has resulted in a confusing and dangerous situation for drivers, bicyclist and pedestrians.

Residents, businesses and property owners acknowledge that the high volumes of traffic are likely to continue, but they want to “take back” Cheshire Bridge Road and change it from a highway back into a street. They also want to improve alternative transportation options.

Sidewalks and Crosswalks

Objective

Establish a pedestrian and neighborhood street by maximizing the use of sidewalks and crosswalks.

Recommendations

- Consolidate excessive curb cuts.
- Wherever possible, replace existing curb cuts with new sidewalks for a more continuous pedestrian path.
- Expand the required sidewalk width to ten feet for all new development along Cheshire Bridge.
- Expand the required sidewalk width for existing development to five feet wide north of Lenox Road (south) and ten feet wide south of Lenox Road (south).
- Replace broken and worn curbs with a standard six inch high one.

- Encourage crosswalks and stopbar stripes to be distanced from each other in order to accommodate less intimidating pedestrian crossings. See Figures 7:26-7:29.

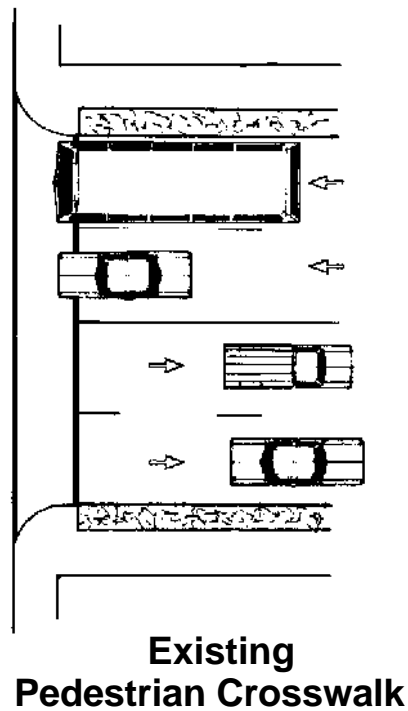


Figure 7:26 Existing plan view of a crosswalk and stopbar stripe on the street.

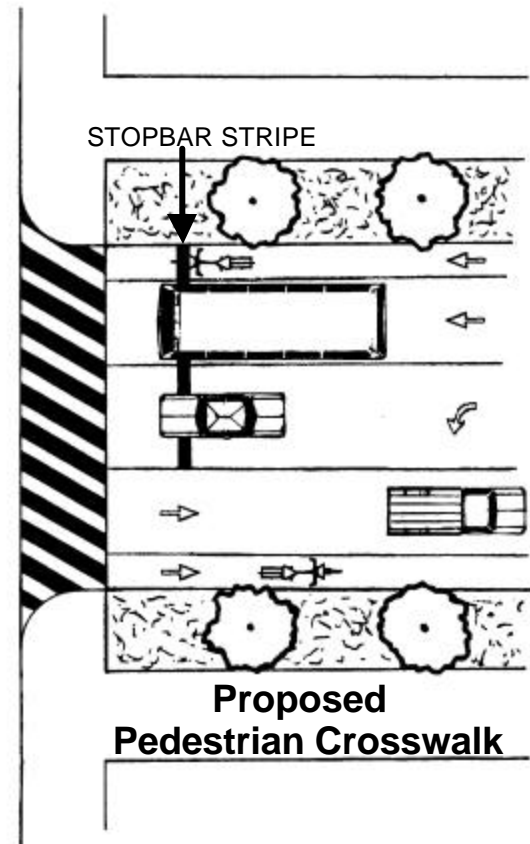


Figure 7:27 Proposed plan view of crosswalk and stopbar stripe for the street.



Figure 7:28 Currently, vehicles tend to overhang into the crosswalk.

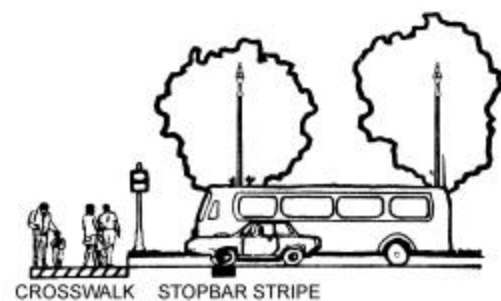


Figure 7:29 Separating the stopbar stripe from the crosswalk improves pedestrian safety.

A building, commercial establishment or other property, whether privately or publicly owned or operated, which provides automobile parking facilities, whether free of charge or for a fee... shall provide parking facilities in the ratio of at least one (1) bicycle/moped parking space for every twenty (20) automobile parking spaces.

Figure 7:30 City of Atlanta bicycle parking requirements.



Figure 7:31 Bicycle signage

Bicycles

Objective

Maximize the use of bicycles by ensuring that bicycling is a convenient alternative to driving.

Recommendations

- Enforce current City of Atlanta Sec.16-28.014.6.a bicycle parking requirements for new commercial buildings. See Figure 7:30.
- Create five feet wide bicycle lanes adjacent to the vehicular lanes along a newly paved Cheshire Bridge Road from Buford Highway south to Piedmont Road.
- Provide bicycle lanes that are clean and do not obstruct the path of the user.
- Provide street level signage that clearly educates others as to the designated bicycle lanes on the street. See Figure 7:31.

Truck Traffic

Objective

Establish a pedestrian and neighborhood-oriented street by reducing the negative impact of delivery trucks on the corridor.

Recommendations

- Prohibit trucks from breaking curbs and sidewalks.
- Encourage loading zones on the street – have the trucks park directly on the street so that they stay off the curbs and private property.
- Restrict truck deliveries to off-peak traffic hours.
- Designate 'no loading' zones.
- Restrict truck parking in certain areas by posting signs.

- Encourage business owners to request deliveries in smaller trucks.
- Require new developments to provide off road delivery areas.
- Consolidate truck parking for smaller properties.
- Enforce existing regulations restricting trucks along Cheshire Bridge Road.
- Designate certain areas as customer truck parking.
- Increase the turning radius at the Lindbergh Drive/LaVista Road/Cheshire Bridge Road intersection if trucks are to be allowed on Cheshire Bridge Road.

Automobile Traffic

Objective

Provide a well-maintained road that facilitates the smooth flow of traffic.

Recommendations

- Consolidate excessive curb cuts.
- Keep the surface of the street paved and well maintained.
- Re-stripe Cheshire Bridge Road north of LaVista between the Tara Theater and Sheridan Road so that it accurately reflects the current number of lanes, or becomes a right turn lane onto Sheridan Road.

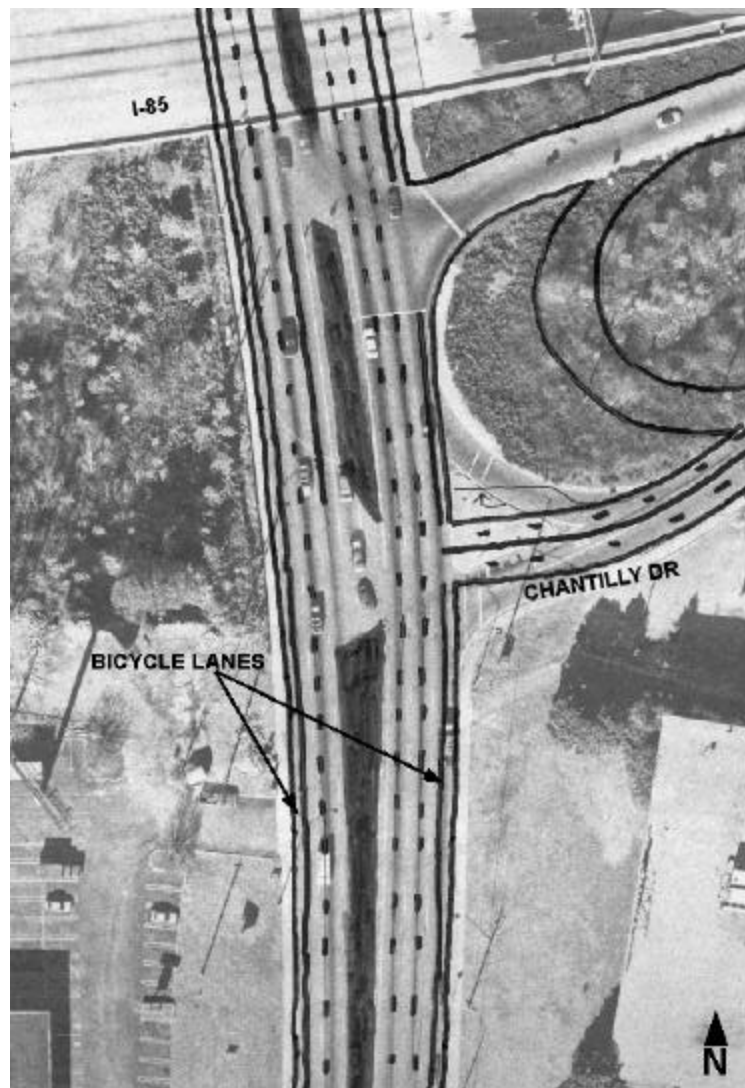


Figure 7:32 A redesigned Cheshire Bridge Road at I-85.

- Between Buford Highway and Chantilly Drive, Cheshire Bridge Road should be restriped from six lanes of travel (three northbound and three southbound) to five lanes of travel (three northbound and two southbound). The remaining width from the removed lane can accommodate five foot wide bike lanes on both sides of the street. The existing striped median will be replaced with a landscaped median stretching approximately to Sheridan Road. The sidewalks should be five feet wide. See Figure 7:32.
- Realign Chantilly Drive to become a right-angled intersection with Cheshire Bridge Road. Provide for a separate spur road from Chantilly Drive to the northbound I-85 access ramp. See Figure 7:32.

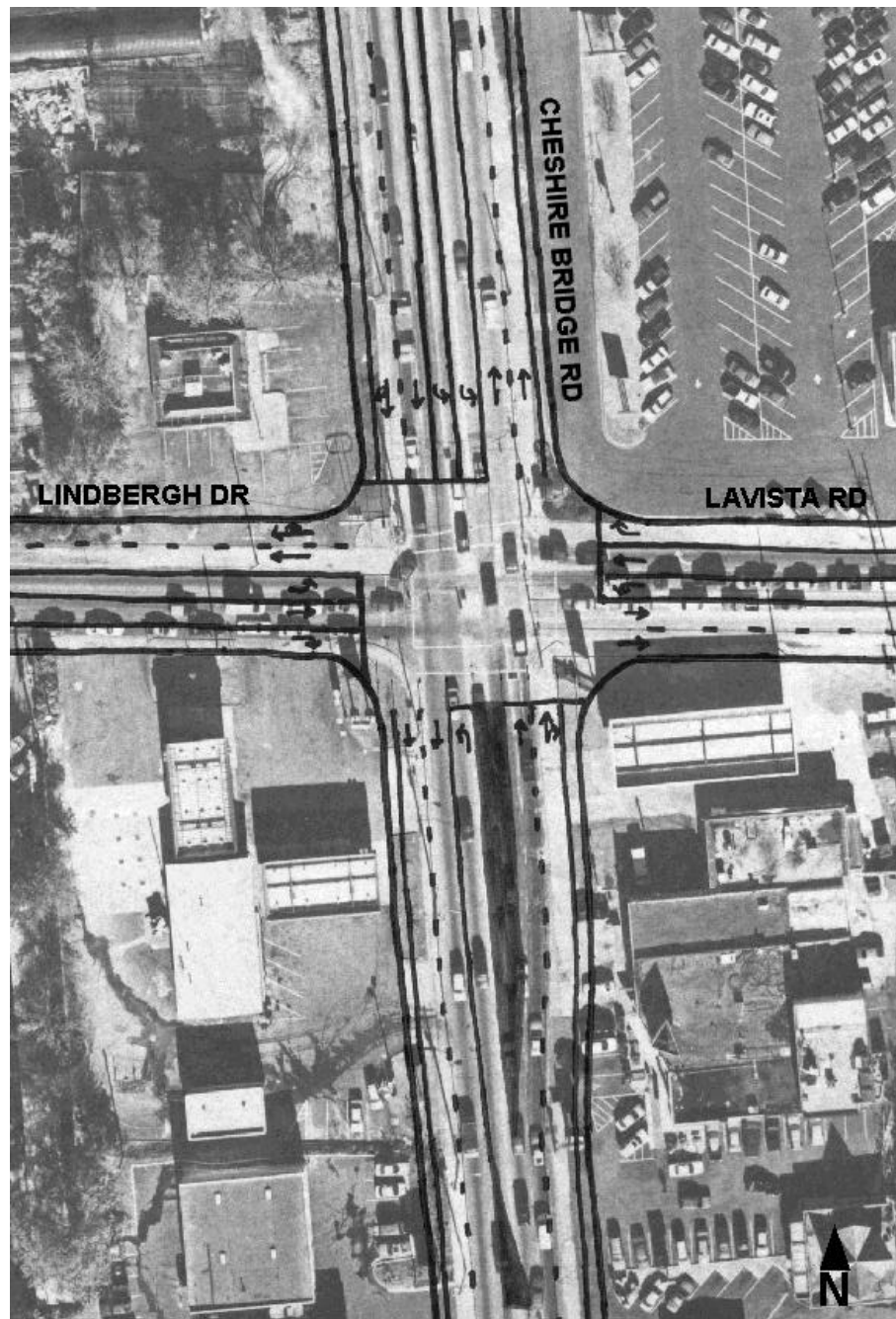


Figure 7:33 Improvements at the intersection of Cheshire Bridge Road and Lindbergh Drive/La Vista Road.

- North of the Lindbergh Drive/La Vista Road intersection, add one southbound left turn lane to the existing southbound lanes. Keep the two northbound lanes. Five feet wide street level bike lanes and five feet wide sidewalks are to be added. See Figures 7:33 and 7:34.

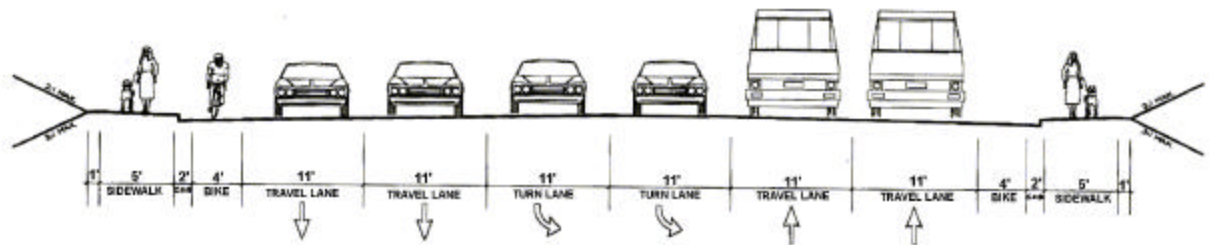


Figure 7:34 Cross section of Cheshire Bridge Road north of the Lindbergh/LaVista intersection.

- On LaVista Road east of the intersection construct one additional eastbound through lane to receive the dual left turn traffic from southbound Cheshire Bridge Road. See Figures 7:33 and 7:35.

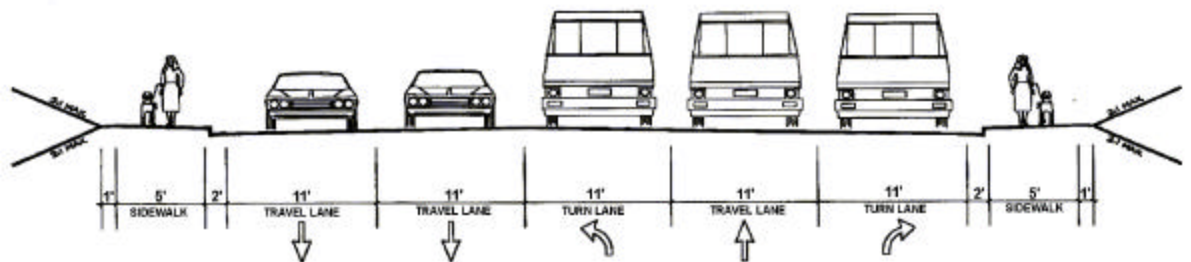


Figure 7:35 Cross section of LaVista Road

- On Cheshire Bridge Road south of the Lindbergh Drive/La Vista Road intersection widen the street to align the southbound through lanes on both sides of the intersection. On both sides of the street there should be five feet wide street level bike lanes and five feet wide sidewalks. See Figures 7:33 and 7:36.

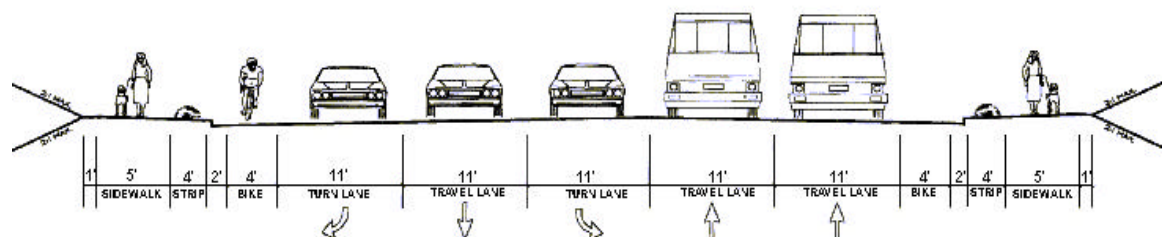


Figure 7:36 Cross section of Cheshire Bridge Road from Lindbergh/La Vista to Lenox Road (south).

- On Lindbergh Drive west of the intersection add one right turn lane to the eastbound approach. See Figures 7:33 and 7:37.

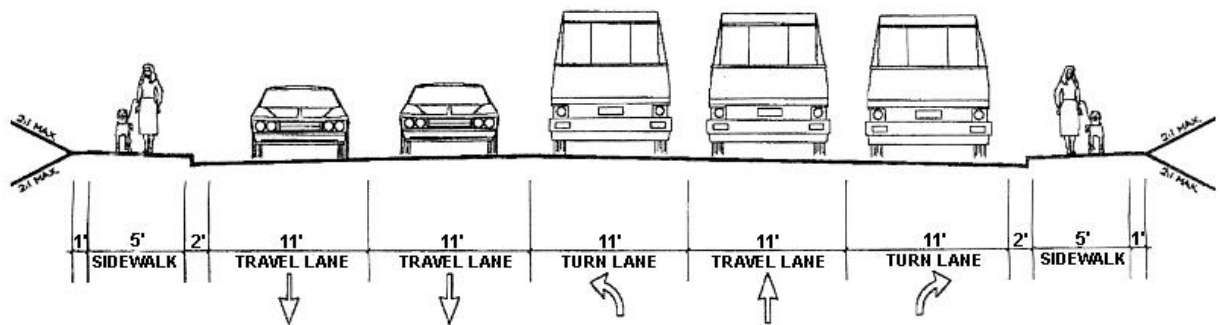


Figure 7:37 Cross section of Lindbergh Drive looking east.

- Reconfigure the curb radius to make a right turn from northbound Cheshire Bridge Road onto east-bound Woodland Avenue easier.
- Redesign the Lenox Road intersection. If the right-of-way allows, add a third, left-turn exclusive lane to Cheshire Bridge Road southbound from Lindbergh Drive/LaVista Road to Lenox Road. Install traffic lights at this intersection to allow constant green lights on the southbound traffic and regulated stop and go turning left onto Lenox Road. Also install signal for northbound traffic as well as a narrow median in Cheshire Bridge Road in front of the gas station at the southeastern corner of Lenox Road and Cheshire Bridge Road to address the cut-through traffic problem. See Figure 7:38.

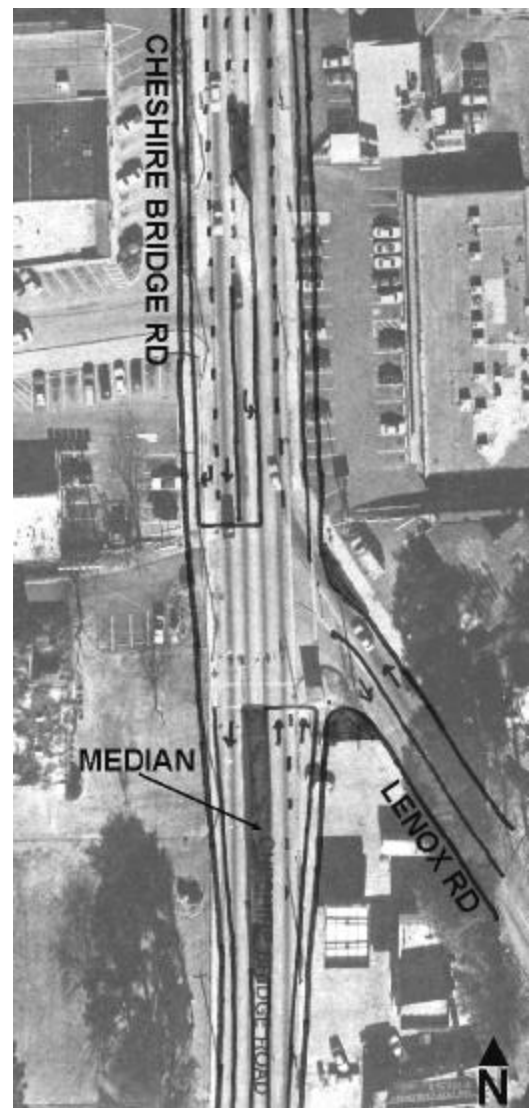


Figure 7:38 Lenox Road intersection.

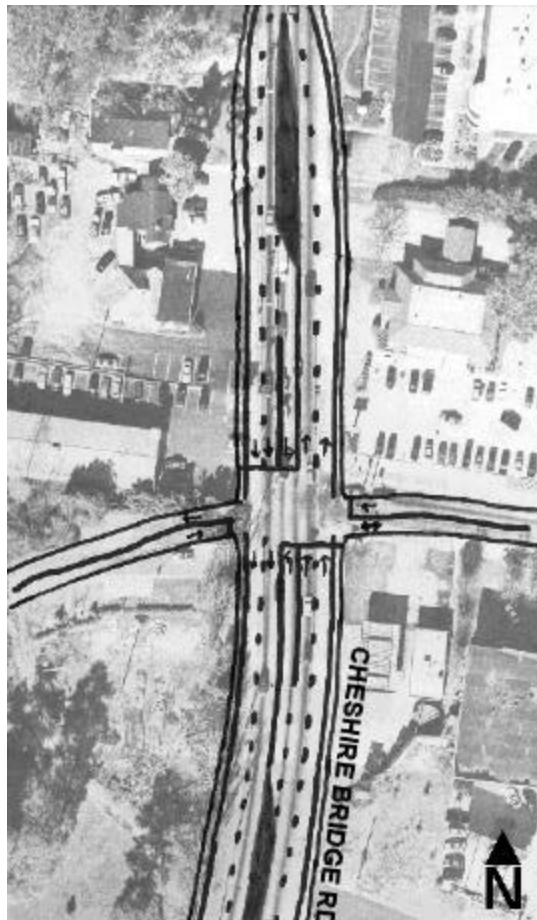


Figure 7: 39 *Realigning Sheridan Road with a new access point can reduce congestion.*

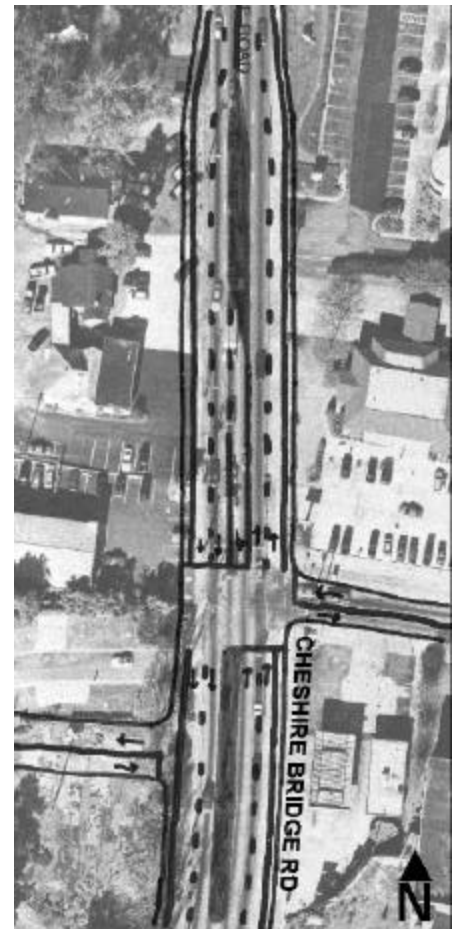


Figure 7: 40 *Adding an access point west of Cheshire Bridge Road can be done south of Sheridan Road.*

- Redesign the Sheridan Road/Cheshire Bridge Road intersection to allow for better access to and from the businesses on the west side of the street. One option is to realign Sheridan Road with a new entryway into the developments on the other side. See Figure 7:39. Another possibility is to leave Sheridan Road unchanged and add a new west side access-way further south. See Figure 7:40.

Objective

Decrease traffic speed.

Recommendations

- Utilize traffic calming devices such as traffic circles and medians to slow down traffic.
- Redesign Cheshire Bridge Road from Lenox Road to Manchester Street to allow for a four feet wide bicycle path and a ten feet wide vehicular lane in each direction with an exclusive twelve feet side left turn lane in the middle. See Figures 7:41 and 7:42.

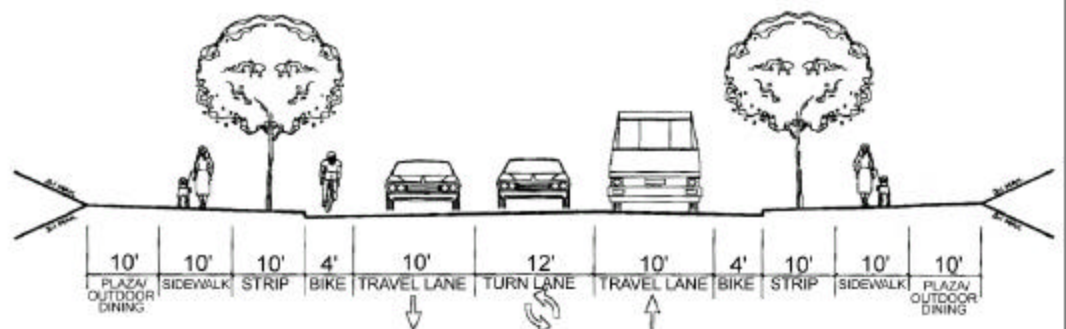


Figure 7:41 Cross section of Cheshire Bridge Road from Lenox Road (south) to Piedmont Road.

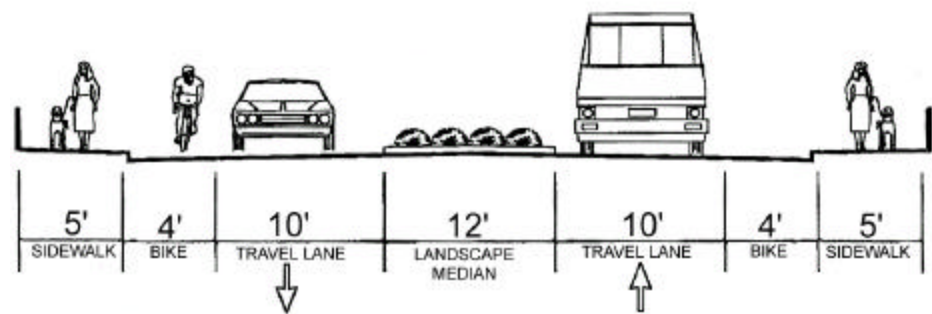
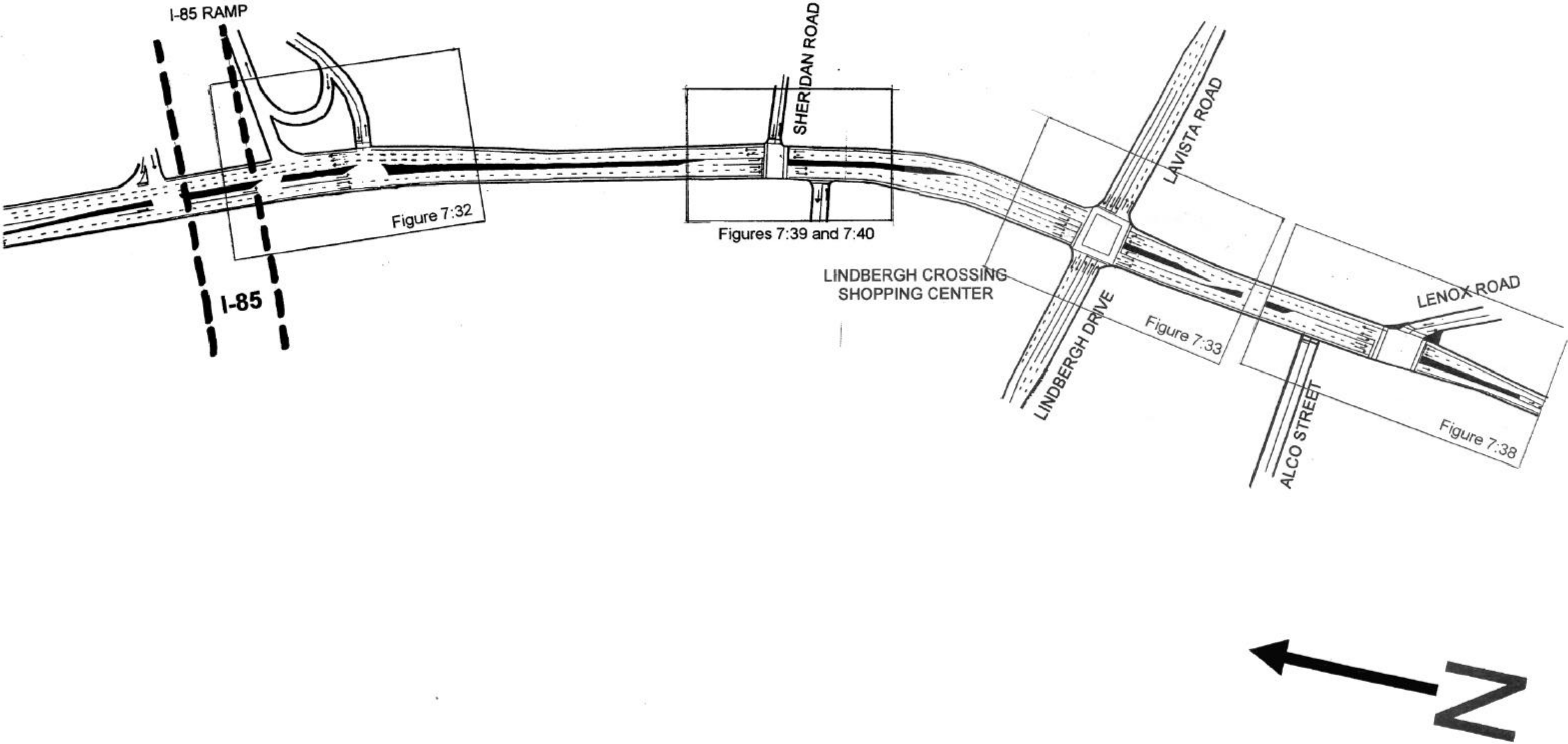


Figure 7:42 Cross section of the bridges on Cheshire Bridge Road.

- Please see fold-out at right for an overview of the northern section of the corridor.
- Please see Urban Design Recommendations on page 7:3 for information on street signs, building setbacks, landscaped strips, sidewalk widths, along with the consolidation of curb cuts and parking lots within this area.

Cheshire Bridge Road

Proposed Street Configuration From Lenox Road (south) to I-85



Public Transportation

Objective

Increase the use of public transportation.

Recommendations

- Create attractive and pedestrian-friendly MARTA stops to encourage its use.
- Incorporate MARTA bus stops into the proposed new sidewalk design.
- Provide adequate service from other communities to the area.
- Convert bus stops at certain locations to include bus pull-ins, shelters, landscaping, and other elements to better identify and access them. See Figure 7:43.
- Make sure that MARTA adequately connects the neighborhoods of Lindridge-Martin Manor, LaVista Park, Woodland Hills and Morningside Lenox Park to the commercial corridor of Cheshire Bridge Road.
- Require new multi-family developments to provide attractive bus shelters on their property adjacent to public sidewalk.
- Require new bus shelters to post bus route map and schedule.



Figure 7:43 Bus stops would enhance the surrounding area.

- Should MARTA moves forward on plans for a light rail line crossing Cheshire Bridge Road, promote a light rail stop on the street.

Parking

Objective

Provide adequate, convenient and unobtrusive parking facilities.

Recommendations

- Relocate existing parking from in front of buildings to the side and rear of buildings. See Figure 7:44.
- Consolidate vehicular access to parking lots.
- Increase landscaping in parking areas and between parking lots and sidewalks.
- Encourage shared parking.
- Consolidate parking lots.
- Adopt the NC (neighborhood commercial) zoning ordinance, allowing parking facilities to by right be located a maximum of 300 feet away from the primary use.
- Redevelop unused and abandoned parking lots.
- Screen parking from view of street with trees, shrubs and creative architecture. See Figures 7:45.

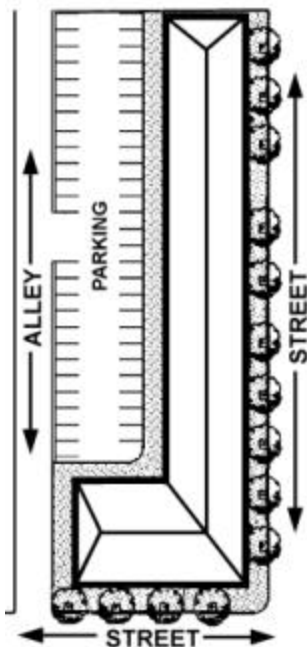


Figure 7:44 *Parking is encouraged to be located away from the street.*



Figure 7: 45 *Creative architecture can turn parking facilities into opportunities to enhance the streetscape*

Land Use and Zoning

Goal **Establish land use and zoning regulations that will support an urban, mixed-use, resident-oriented commercial district.**

Introduction

Cheshire Bridge Road is an automobile-oriented commercial strip containing a diverse mix of commercial land uses and minimal residential development. The largest categories of businesses on the road are restaurants and bars. Adult businesses comprise the third largest category. Antiques, automotive businesses, dry cleaners, gardening/floral shops, financial and real estate services also have a notable presence. The remainder of Cheshire Bridge Road is characterized by a variety of shops and services. The community likes that Cheshire Bridge Road is eclectic and diverse, but they would like to see more neighborhood-oriented businesses. Additionally, community members would like to see more open space and recreational opportunities for everyday, neighborhood-type use.

Commercial

Objective

Provide more neighborhood-oriented commercial services.

Recommendations

- Adopt the proposed NC (neighborhood commercial) zoning classification for the corridor, to include building facades at the sidewalk line, primary storefront entrances on the sidewalk, and parking behind buildings, see Appendix, Map C.
- Support and strictly enforce the City's ordinance prohibiting new adult business locations within the corridor.

Residential

Objective

Increase multi-family residential uses on Cheshire Bridge Road.

Recommendations

- Rezone the residential cluster on Rockledge Road from RLC, Residential Limited Commercial, and R4, Single-family Residential, to RG2, Multi-family Residential, to promote townhouse development. Include conditions that will protect against suburban, auto-oriented development. See Appendix, Map C.
- Rezone the Hellenic Center property at 2124 Cheshire Bridge Road from R4 to RG2 to allow a multi-family residential development. Include conditions that will protect against suburban, auto-oriented development. See Appendix, Map C.
- Rezone the single family lots zoned R3 in Area 2, Woodland/Lenox Road, to RG2 or NC-C to allow for townhouse development along Lenox Road and shops along Cheshire Bridge Road. Include conditions that will protect against suburban, auto-oriented development. See Appendix, Map C.
- Promote the development of DOT property as primarily multi-family, but with street level commercial spaces. See Appendix, Map B, Area 5.
- Rezone a portion of the DOT property and surrounding parcels from R3 to RG3-C. See Appendix, Map C.
- Include conditions in the rezoning of 1841 and 1865 Cheshire Bridge Road (antique mall and Cheshire Motor Inn) to NC which ensure multi-family residential development at the back of the site.



Figure 7:45 Additional residential uses on Cheshire Bridge Road are necessary to support a viable neighborhood commercial district

Mixed-Use

Objective

Establish mixed-use developments with street level commercial uses and upper story residential and office uses.

Recommendations

- Target Area 2, Woodland/Lenox, Area 3, Between Bridges West, Area 4, Between Bridges East, Area 5, DOT, and Area 12, Cheshire Motor Inn, on Appendix, Map B as mixed use developments with primarily residential uses.
- Recruit developers to consolidate and develop the targeted mixed-use areas.
- Encourage mixed-use developments to be two to three stories with commercial uses at the street level and residential and office uses above.
- Work with the Atlanta Development Authority to pursue the proposed land swap between MARTA and the Georgia Department of Transportation located at 1965 Cheshire Bridge Road.
- Encourage MARTA to acquire, in addition to the DOT property, properties at 1989 and 1965 Cheshire Bridge Road and the parcel adjacent to the railroad tracks to create a larger continuous parcel, Area 5 on Appendix, Map B.
- Recruit businesses that MARTA is displacing on Armour Circle to locate on Cheshire Bridge Road, particularly commercial spaces in a mixed-use development the DOT property.



Figure 7:46 A true urban neighborhood has residential uses above commercial uses.

Public Lands

Objective

Provide public open spaces that are accessible, safe & green.

Recommendations

- Orient development adjacent to the floodplain toward the floodplain allowing people to enjoy the open space while providing watchful eyes that add to safety.
- Encourage and promote open space as part of new developments.
- Amend the City of Atlanta Comprehensive Development Plan and 15 Year Land Use Plan to identify Area 9, Focal Point, Area 12, South Floodplain, and Area 10, North Floodplain, on Appendix, Map B as future park space.



Figure 7:47 *Public spaces will enhance community spirit.*

Industrial

Objective

Preserve the industrial zone west of the Cheshire Bridge Road corridor while protecting property adjacent to Cheshire Bridge Road from industrial uses.

Recommendations

- Rezone the parcels along the north side of Cheshire Bridge Road from Faulkner Road to South Fork Peachtree Creek from I1 (light industrial) to NC (neighborhood commercial). See Appendix, Map C.

Environment and Open Space

Goal

Restore, enhance and protect the floodplain and improve water quality.

Introduction

Cheshire Bridge has many environmental assets to capitalize upon including a dense tree canopy within the surrounding neighborhoods and a large forest set within this urban neighborhood. Most importantly, Cheshire Bridge Road is home to one of Atlanta's important hydrological features, the Peachtree Creek watershed.



Figure 7:48 The South Fork Peachtree Creek is an important asset to the corridor.

Tree Cover

Objective

Increase greenery, particularly tree cover, on Cheshire Bridge Road.

Recommendations

- Plant trees within the right-of-way on Cheshire Bridge Road.
- Encourage property owners to plant additional trees and to landscape parking lots.



Figure 7:49 Street trees will provide shade and a pleasant walking experience.

Water Quality

Objective

Restore the South Fork Peachtree Creek to its natural state and protect it from future pollution.

Recommendations

- Organize a community clean up day to clean up litter and debris in the creeks.
- Encourage property owners to identify and report illegal dumping.
- Utilize the Neighborhood Deputies Program to encourage code enforcement.
- Post signs displaying the fine for illegal dumping.



Figure 7:50 South Fork Peachtree Creek has poor water quality.

- Implement an educational campaign to increase public awareness of the South Fork Peachtree Creek watershed.
- Support City of Atlanta plans to increase sewer capacity along South Fork Peachtree Creek.
- Support and encourage any future efforts by DeKalb County to prevent pollution of South Fork Peachtree Creek.
- Encourage property owners to replace impervious pavement, especially in low-lying areas, with pervious vegetated areas that will allow stormwater to naturally infiltrate.



Figure 7:51 Designing parking lots with pervious materials will reduce the volume of stormwater runoff.

- Collect the stormwater runoff from the proposed sidewalks and landscaping by channeling it through the landscaped strip on both sides of Cheshire Bridge Road from Lenox Road toward South Fork Peachtree Creek and from the railroad toward South Fork Peachtree Creek, then create a waterfall from the bridge to the Creek.

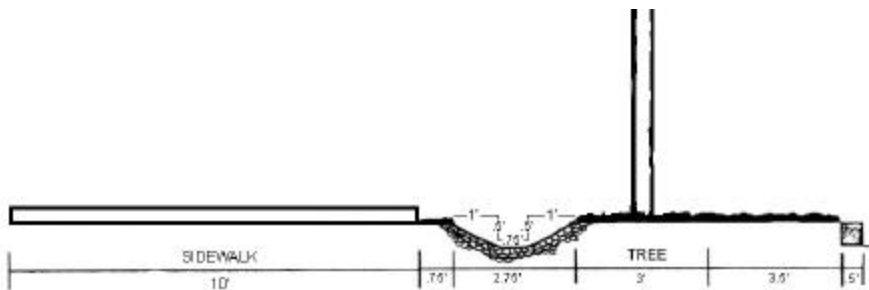


Figure 7:52 The channel (left) would collect stormwater from the sidewalk and landscaped area and flow toward the Creek, much like this channel in Vail, Colorado. (right)



- Tap into underground springs that can feed into the above channel, allowing water to continuously flow through the landscaped area creating an enjoyable water feature during dry weather.
- Capture the above water in a holding tank and create a program to re-use the water.
- Participate in the Army Corp of Engineers' public involvement process to implement water quality improvement for the piped dirty stormwater collected from the road and parking lots.
- Encourage the use of a fountain as part of the Army Corp of Engineers' efforts to aerate the water, provide a landmark at the focal point, and bring attention to the



Figure 7:53 A fountain will improve water quality and bring attention to the Creek.

Creek.

Wildlife

Objective

Protect the wildlife living in the forest and wetlands surrounding South Peachtree Creek.

Recommendations

- Acquire all undeveloped property surrounding South Peachtree Creek to preserve the forest and wetlands and protect South Fork Peachtree Creek.



Figure 7:54 The Creek and urban forest house a diverse mix of wildlife.

Open Space

Objective

Provide safe, convenient, and practical recreational opportunities.

Recommendations

- Orient development near the floodplain toward the floodplain to overlook it and provide security.
- Improve the bridge where the Creek intersects Cheshire Bridge Road to create an overlook.
- Acquire 2089 and 2107



Figure 7:55 An active park at the bridge would serve as a trailhead to the forest preserve.

Cheshire Bridge Road, between the Creek and the Heretic, and create a passive park incorporating stormwater features.

- Develop a park on the DOT property on top of the former construction dump.
- Develop trails along South Peachtree Creek to connect the neighborhoods to Cheshire Bridge Road and to connect Cheshire Bridge Road to Piedmont Road and the Lindbergh MARTA Station.



Figure 7:56 Trails in the forest will offer recreational and alternative transportation opportunities.

- Ensure that trails and other areas which are accessible to people do not flood frequently.
- Request City of Atlanta bicycle police officers to monitor trails.



Chapter 8

Action Program

Introduction The Action Program, illustrated in the following Action Program Matrix, is intended to serve as a blueprint for achieving the goals of this plan. Improving the physical condition or design of the Cheshire Bridge Road corridor was the most important issue identified during community workshops and at Cheshire Bridge Road Task Force meetings. This issue, as well as marketing, environmental protection, transportation and land use, is addressed through the Action Program.

Recommendations The Action program is divided into two stages. The first stage of the Action Program identifies the one-to-five year projects, cost, funding sources, and implementing agency. The second stage identifies the five-to-fifteen year projects, costs, funding sources, and implementing agency. Within each stage, recommendations are divided into three categories: policies, programs, and projects.

Policy All policy actions are defined as those that will guide the implementation of all programs and projects and require no immediate or direct expenditures. Policies are intended to support programs and projects by establishing a precedent upon which to build.

Program Programs are actions that may require direct expenditure, yet do not immediately result in a physical product. Programs are often the precursor of projects, as they can result in the recognition of a need for a physical product. They include such items as marketing campaigns or public safety programs.

Project Projects are defined as specific actions that require direct expenditure and result in a physical product. Projects are the most visible manifestations of this plan and therefore, their implementation is critical to the success of this plan.

Funding Sources Cheshire Bridge's improvement needs are considerable and no single approach would be practical or adequate. Rather, funding

Chapter 8: Action Program

of the Action Program is recommended to be accomplished through a combination of proposed actions. These include utilizing resources from the Federal Government's Transportation Equity Act for the Twenty-first Century (TEA 21); City of Atlanta Development Impact Fee program; Georgia Department of Transportation; Army Corps of Engineers; MARTA; City of Atlanta/Upper Chattahoochee Riverkeepers Consent Decree; as well as private resources from business and property owners and the proposed Cheshire Bridge Business Association.

Implementing Organization

The number and extent of improvements necessary also dictates that no single implementing agency would be practical or adequate. Actions have been divided amongst a variety of public and private groups to create the most efficient and effective assignments possible. In many instances, implementations of actions are shared by several agencies. These agencies include MARTA, the proposed Cheshire Bridge Business Association, Georgia Department of Transportation, Atlanta Development Authority, various City of Atlanta departments, and local grassroots organizations.

Cheshire Bridge Business Association

Central to many of these recommendations are actions by the proposed Cheshire Bridge Business Association. The creation of a business association is necessary to implement many of the marketing actions proposed for the corridor, as well many of the actions which require a constant monitoring of the corridor and working with business and property owners. A business association represents the only practical way to monitor activities on the corridor and ensure that they are in keeping with the future vision of Cheshire Bridge.

Project/Description	Completion Date (in years)			Comments/Impending Organization
	1	5	15	
URBAN DESIGN				
Policy				
Establish uniform sidewalk treatments for existing and future developments.	x			* City Council / COA - DPDNC, DPW
Develop a consistent landscape treatment throughout the corridor.	x			* City Council / COA - DPDNC, DPW
Provide adequate and consistent street and sidewalk lighting.	x	x		COA - DPW
Encourage diverse, yet complimentary signage.	x	x	x	CBBA
Prohibit parking in front of new developments, adjacent to the street.	x	x	x	* City Council / COA - DPDNC, DPW
Redevelop parking areas in front of existing buildings with outdoor dining, plazas or landscaping to relate the buildings to the public sidewalk.	x	x	x	CBBA / Property Owners
Consolidate parcels for new development to provide for uniform setbacks and shared parking arrangements.	x	x	x	CBBA / Property Owners
Avoid blank or solid walls at street level by encouraging buildings to be built with an ordered array of entries, porches, windows, bays and balconies that face onto public right-of-ways.	x	x	x	CBBA / COA - DPDNC
Design and arrange new building entries and outdoor spaces to have a clear relationship to the street.	x	x	x	CBBA / COA - DPDNC
Utilize a consistent design theme for permanent physical elements such as gateways, lighting, benches, litter receptacles, and bus shelters throughout the corridor.	x	x	x	# COA - DPDNC, DPW
Utilize a consistent design for permanent physical elements such as lighting, benches or bus shelters throughout the corridor.	x	x	x	# COA - DPDNC, DPW

Project/Description	Completion Date (in years)			Comments/Impending Organization
	1	5	15	
Encourage pocket parks and outdoor dining areas as part of new development along the corridor.	x	x	x	
Ensure visibility of signage from automobiles.	x	x	x	CBBA / Property Owners
Limit banner use to promotion of special events.	x	x	x	CBBA
Limit location of banners to permanent structures (I.e. streetlights).	x	x	x	COA - DPW
Ensure landscaped areas are maintained.	x	x	x	CBBA / Property Owners
Ensure that public areas are free of litter.	x	x	x	CBBA / Property Owners
Program				
Plant large shade trees in the street-furniture and tree-planting zone at a maximum distance of 50 feet on center.		x		# COA - DPDNC, Dept of Parks & Recreation
Prune canopy of street trees to an eight feet height above the sidewalk to allow for visibility of storefronts and signage from vehicles.		x	x	COA - Dept of Parks & Recreation
Locate existing overhead utilities underground.		x	x	COA - DPW / Georgia Power
Locate signage such that it balances visibility needs with aesthetics.		x	x	CBBA
Enforce COA sign ordinance.	x	x	x	COA - DPDNC
Limit curb cuts to 24 feet wide for two-way entrances and twelve feet for one-way entrances.	x	x	x	COA - DPW
Provide adequate, attractive litter receptacles in the street-furniture and tree-planting zone.	x	x	x	# COA - DPDNC, DPW
Implement an adopt-a-street program, for tree and landscape maintenance.	x	x	x	CBBA

Project/Description	Completion Date (in years)			Comments/Impending Organization
	1	5	15	
Require new buildings to have a standard setback from the public sidewalk of ten feet, with the exception of public parks and plazas.	x			* City Council
Require the standard ten feet setback from public sidewalk to be paved with pavers	x			* City Council
Require primary entrances that face and connect with the public sidewalk.	x			* City Council
Require a consistent storefront appearance with shop windows.	x			* City Council
Permit space for outdoor dining adjacent to the public sidewalk.	x			* City Council
Require low-rise commercial structures with a minimum height of 24 feet or two (2) stories.	x			* City Council
Encourage mid-rise residential structures adjacent to the public sidewalk.	x	x	x	CBBA
Define entry points through gateway treatments that apply urban design elements and landscaping that represent the unique character of the corridor.		x		CBBA / Property Owners
Create a gateway theme using sculpture, fountains, or unique plantings.	x	x		CBBA
Apply special design treatments to intersections that serve as transitions within the corridor.	x	x		# COA - DPDNC, DPW
Prohibit gateway structures that hang over the road.	x			COA - DPW
Encourage business owners to install fountains at premise entrances as a signature for CBR.	x	x	x	CBBA / Property Owners
Implement a Property Maintenance Fund managed by the proposed CBBA to fund streetscape improvements.	x	x	x	CBBA
Promote gateways that communicate to visitors that they are entering the CBR corridor.	x	x		\$ COA - DPDNC, DPW / GDOT

Project/Description	Completion Date (in years)			Comments/Impending Organization
	1	5	15	
Utilize medians to carry gateway treatment themes throughout the corridor.	x	x		COA / GDOT
Utilize a neighborhood planning workshop to determine the desired gateway treatment, then carry a component of the treatment throughout the corridor to unify the area.	x			CBBA / COA - DPDNC
Project				
Establish a uniform sidewalk treatment on both sides of CBR for development south of Lenox Rd. (south) that includes:	x			# COA - DPDNC, DPW * City Council * City Council
1. A ten feet wide street-furniture and tree-planting zone adjacent to the curb.				
2. A ten feet wide sidewalk.				
3. A five feet wide landscape strip between sidewalks and adjacent surface parking, planted with shrubs a maximum of 30 inches in height and with trees, for existing buildings with frontal parking and new developments with side parking.				CBBA / Property Owners
Require that the location and screening of dumpsters for new developments adhere to the proposed Neighborhood Commercial Ordinance.	x			* City Council
Eliminate the current 40 feet minimum frontyard setback.	x			* City Council
Display 'Welcome to Cheshire Bridge' signage from the interstate overpass, to be visible to vehicles traveling south on CBR.	x	x		CBBA / COA - DPDNC
Display directional signage on CBR at interstate exit ramp, north of the interstate.	x	x		GDOT
Utilize the striped median area immediately south of the I-85 overpass for gateway treatment.		x		GDOT
Establish a southern gateway at the intersection of Piedmont Rd. and CBR utilizing the raised concrete median.		x		# COA - DPDNC, DPW
Emphasize the bridges as the symbolic heart of CBR.		x		# COA - DPDNC, DPW

Project/Description	Completion Date (in years)			Comments/Impending Organization
	1	5	15	
Replace the billboard south of the South Fork Peachtree Creek bridge with a signature focal point such as a water tower or fountain.		x	x	Army Corps of Engineers / CBBA / COA - DPDNC
Require new buildings to clearly delineate each floor of the structure through belt courses, cornice lines, or similar architectural detailing.	x			* City Council
Enhance the South Fork Peachtree Creek Bridge to make it an attractive destination spot for residents, visitors, and employees.		x		Army Corps of Engineers / CBBA / COA - DPDNC
Provide lighting and additional urban design features (I.e. landscaped median, public art, and fountains) to the bridges.		x		COA - DPW
Acquire parcel # 2107 on CBR, adjacent to the South Fork Peachtree Creek bridge, for public use.		x	x	Army Corps of Engineers
Require a six inch high street address number located above the primary entrances of buildings for building identification.	x			* City Council
MARKETING				
Policy				
Promote CBR as a mixed use community.	x	x	x	CBBA
Promote the convenience of the abundance of parking on CBR as opposed to other intown neighborhoods.	x	x	x	CBBA
Recruit certain uses (grocer, bookstore).	x	x	x	CBBA
Promote appropriate tenant mix to support a neighborhood-oriented commercial district.	x	x	x	CBBA
Program				

Project/Description	Completion Date (in years)			Comments/Impending Organization
	1	5	15	
Sponsor seasonal weekend farmers markets around the bridge to showcase and increase visibility.	x	x	x	CBBA / COA - DPDNC
Promote the corridor and its diversity of shops in area publications, brochures and store windows.	x	x	x	CBBA
Sponsor annual street festivals along the corridor centralized along the bridge.	x	x	x	CBBA
Encourage restaurants to open for lunch.	x	x	x	CBBA / COA - DPDNC
Encourage property owners to replace adult businesses with neighborhood commercial businesses.	x	x	x	CBBA
Discourage big box retail from developing along the corridor south of the Lindbergh Dr./LaVista Rd. intersection.	x	x	x	CBBA / COA - DPDNC
Develop marketing materials to bring awareness to the unique antique shops, restaurants and specialty shops of CBR.	x	x	x	CBBA
Project				
Identify a location to place a kiosk to serve as a directory and neighborhood bulletin board.		x		# CBBA / COA - DPDNC, DPW
Work with the Atlanta Development Authority to pursue the proposed land swap between MARTA and GDOT and recruit the businesses that MARTA is displacing on Armour Circle to locate on CBR.	x			Atlanta Development Authority / COA - DPDNC / GDOT / MARTA
Adopt the Neighborhood Commercial Ordinance for CBR.	x			* City Council
Hire a design firm to create a logo.	x			CBBA
Hire a consultant to develop a promotional Cheshire Bridge Road Internet site	x			CBBA

Project/Description	Completion Date (in years)			Comments/Impending Organization
	1	5	15	
TRANSPORTATION				
Policy				
Encourage shared parking.	x	x	x	CBBA
Provide attractive and pedestrian-friendly MARTA stops.		x	x	# COA - DPW / MARTA / Property Owners
At such time that MARTA moves forward on plans for a light rail line crossing CBR, promote a light rail stop on the street.			x	CBBA
Program				
Relocate the parking from the front to the back and side of buildings.		x	x	CBBA / Property Owners
Adopt the Neighborhood Commercial Ordinance allowing parking a maximum of 300 feet from primary use.	x			* City Council
Restrict truck deliveries to off-peak hours.		x	x	COA - DPDNC
Encourage loading zones on the street – have the trucks park directly on the street so that they stay off the curbs and private property.		x		
Encourage business owners to request deliveries in smaller trucks.	x	x	x	CBBA
Require new developments to provide off-road delivery services wherever possible.	x	x	x	COA - DPW
Enforce existing regulations restricting truck traffic.	x	x	x	COA - Police Dept
Consolidate excessive curb cuts and replace them with sidewalks.	x	x	x	# COA - DPDNC, DPW / Property Owners
Install bike-route signage along corridor.		x		# COA - DPDNC, DPW

Project/Description	Completion Date (in years)			Comments/Impending Organization
	1	5	15	
Add bike lanes to both sides of street.		x		# COA - DPDNC, DPW / GDOT
Maintain street pavement.		x	x	COA - DPW
Ensure that MARTA adequately serves the surrounding neighborhoods.		x	x	MARTA
Require new multi-family developments to provide attractive bus shelters adjacent to the public sidewalk.	x	x	x	COA - DPDNC
Project				
Restripe existing crosswalks and stopbars to allow for pedestrian and vehicular separation.	x			COA - DPW
Convert certain bus stops into the new sidewalk design to include bus pull-ins, shelters, landscaping and other elements to better identify and access them.		x		# COA - DPDNC, DPW / MARTA
Replace worn curbs to a standard six (6) inch height above the street.	x	x	x	\$ COA - DPDNC, DPW / GDOT
Screen parking from view of street with trees and shrubs.	x	x	x	CBBA / Property Owners
Remove unused and abandoned parking lots.		x	x	CBBA / Property Owners
Increase turning radius at Woodland Ave. to 20 feet.		x		# COA - DPDNC, DPW
Designate and post 'no loading' zones on the street.		x		COA - DPW
Restrict truck parking in certain areas by posting signs.		x		COA - DPW
Re-stripe a portion of CBR near Sheridan Rd. to remove the appearance of a third lane on the east side of the street.		x		COA - DPW / GDOT
Improve CBR from the Lindbergh Dr./LaVista Rd. intersection north to Lenox Rd. (north) to accommodate turning lanes and bicycle lanes.		x		GDOT

Project/Description	Completion Date (in years)			Comments/Impending Organization
	1	5	15	
Improve the CBR/Lindbergh Dr./LaVista Rd. intersection to facilitate the smooth flow of traffic.		x		GDOT
Redesign CBR between Lenox Rd. (south) to Manchester St. to include traffic calming devices such as street trees and medians.		x		# COA - DPDNC, DPW / Traffic Consultant
Restripe CBR between Lenox Rd. (south) to Manchester St. to include two travel lanes, two bike lanes and one turning lane.		x		COA - DPW
Redesign the Sheridan Rd./CBR intersection to allow for better access to the businesses on the west side of the street.		x		COA - DPW / GDOT
Acquire property next to the railroad bridge to landbank for a future light-rail station on CBR.		x		MARTA
LAND USE				
Policy				
Orient toward the floodplain those developments located adjacent to the floodplain .	x	x	x	CBBA / COA - DPDNC / Property Owners
Encourage and promote public open space as part of new developments.	x	x	x	CBBA / COA - DPDNC / Property Owners
Encourage mixed use developments to be two (2) to three (3) stories with commercial uses at the street level and residential and offices above.	x	x	x	CBBA / COA - DPDNC / Property Owners
Support COA policy not permitting any new adult business locations.	x	x	x	CBBA / Property Owners
Program				
Target the Woodland Ave./Lenox Rd. (south)/CBR triangle, the land between the bridges, Cheshire Motor Inn, and the GDOT property areas for mixed use developments with primarily residential uses.	x			CBBA / COA - DPDNC / Property Owners

Project/Description	Completion Date (in years)			Comments/Impending Organization
	1	5	15	
Recruit developers to consolidate and develop the targeted mixed use areas.	x	x		CBBA
Strictly enforce the City ordinance prohibiting new adult business locations.	x	x	x	COA-DPDNC-Bureau of Buildings
Project				
Rezone all properties along CBR and the adjacent lots on Manchester St. from C1 or C2 to NC (neighborhood commercial).	x			* City Council
Rezone the Hellenic Center property at 2124 CBR from R3 to RG3.	x			City Council
Amend the COA Comprehensive Development Plan 15 Year Land Use Plan to identify the focal point, south floodplain, and north floodplain areas adjacent to the bridge at South Fork Peachtree Creek, as future open space.	x			City Council
Rezone the residential cluster on Rockledge Rd. from RLC and R4, to RG2 to promote townhouse development.	x			City Council
Rezone the back of the DOT maintenance facility from R3 to RG3.	x			City Council
Rezone the single family lots zoned R3 on Lenox Rd. (south) to RG2, multi-family residential.				City Council
ENVIRONMENT & OPEN SPACE				
Policy				
Support and encourage any future efforts by DeKalb County to prevent pollution of South Fork Peachtree Creek.	x	x	x	CBBA / Watershed Alliance
Program				
Organize a community clean-up day for South Fork Peachtree Creek.	x	x		CBBA / Watershed Alliance

Project/Description	Completion Date (in years)			Comments/Impending Organization
	1	5	15	
Encourage property owners to identify and report illegal dumping.	x	x	x	CBBA
Utilize the Neighborhood Deputies Program to encourage code enforcement.	x	x	x	CBBA / Neighborhood Planning Unit F
Implement an educational campaign to increase public awareness of the South Fork Peachtree Creek watershed.	x	x	x	CBBA / Watershed Alliance
Participate in the Army Corp of Engineers' public involvement process to implement water quality and stormwater improvements.	x	x		CBBA / Morningside-Lenox Park Neighborhood / Watershed Alliance
Capture the channeled stormwater in a holding tank and create a program to re-use the water.		x		Army Corps of Engineers / COA - DPW / CBBA / Watershed Alliance
Encourage property owners to replace impervious surfaces with pervious surfaces.	x	x	x	CBBA
Encourage property owners to plant additional trees and landscaping in existing parking lots.	x	x	x	CBBA
Ensure that new trails and other public spaces do not flood frequently.	x	x	x	Army Corps of Engineers / COA - Dept of Parks & Recreation, DPW
Request that COA bicycle police officers monitor trails.		x	x	COA - Police Department
Project				
Post signs along South Fork Peachtree Creek stating that there is a fine for illegal dumping.	x			CBBA
Collect the stormwater runoff from the proposed sidewalks and landscaping by channeling it through the landscaped strip on both sides of CBR from Lenox Road (south) toward South Fork Peachtree Creek and from the railroad toward South Fork Peachtree Creek, then create a waterfall from the bridge to the Creek.		x	x	# COA - DPW

Project/Description	Completion Date (in years)			Comments/Impending Organization
	1	5	15	
Tap into underground springs that can feed into the above channel allowing water to continuously flow through the landscaped area creating an enjoyable water feature during dry weather.		x	x	COA - DPW / other funding sources
Locate a park on the construction dump on GDOT's property.	x	x		COA - DPDNC / GDOT / MARTA
Acquire 2089 and 2107 CBR at the intersection of the creek for public open space.	x	x		Army Corps of Engineers / COA - DPW / Watershed Alliance
Acquire all undeveloped floodplain property surrounding South Fork Peachtree Creek and designate it as public open space.	x	x	x	Army Corps of Engineers / COA - DPDNC, Dept of Parks & Recreation / Watershed Alliance
Develop trails and elevated boardwalks in the floodplain to connect CBR to the surrounding neighborhoods and the Lindbergh MARTA station.		x	x	Army Corps of Engineers / COA - DPDNC, Dept of Parks & Recreation / Watershed Alliance

Include in Federal TEA21 Grant Proposal

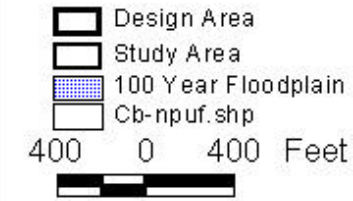
\$ Include in Federal TEA21 Grant Proposal and in GDOT improvements

* Adopt as part of the Neighborhood Commercial Ordinance

Appendix

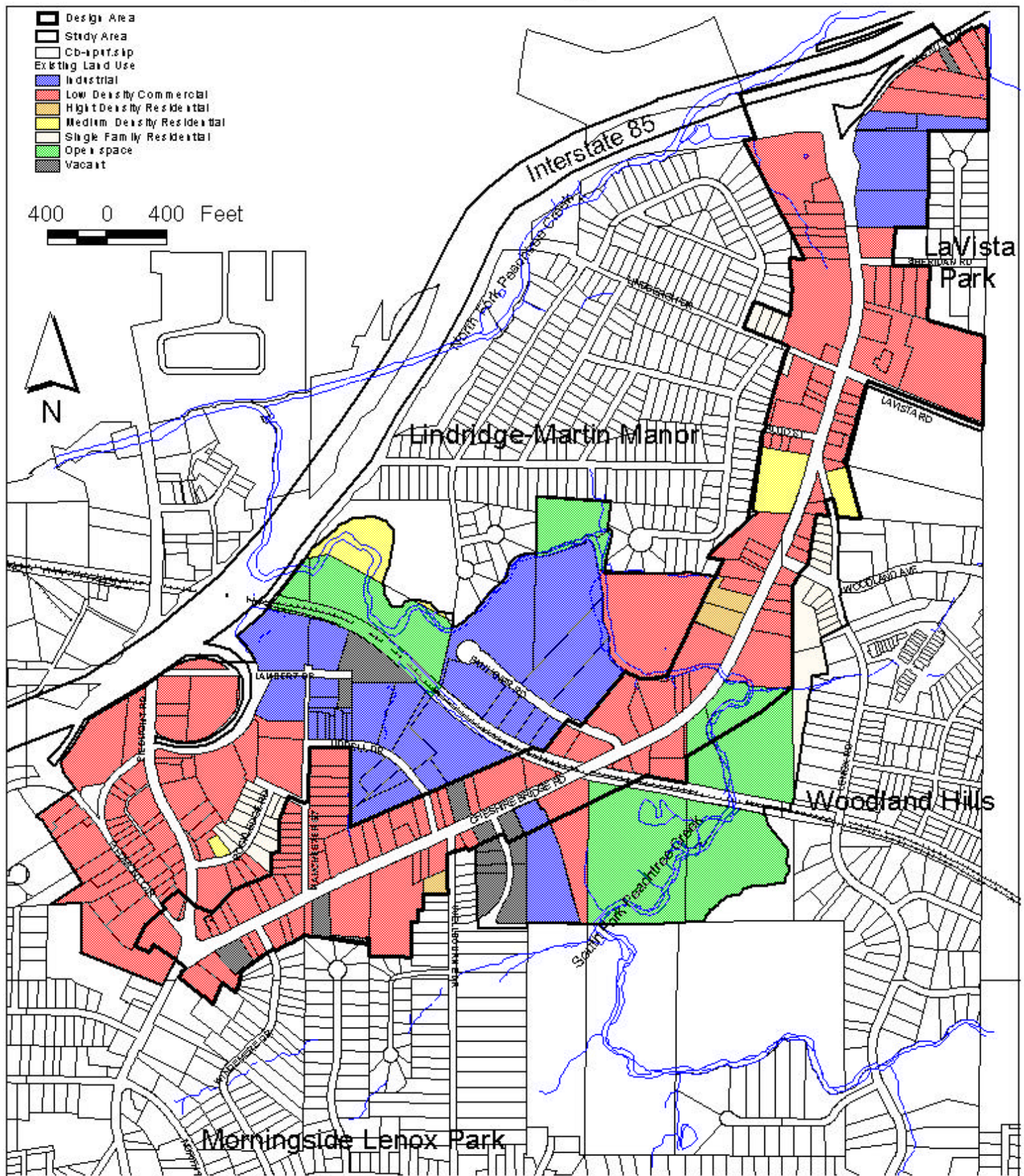
Existing Conditions Maps

Map 1 Study Area



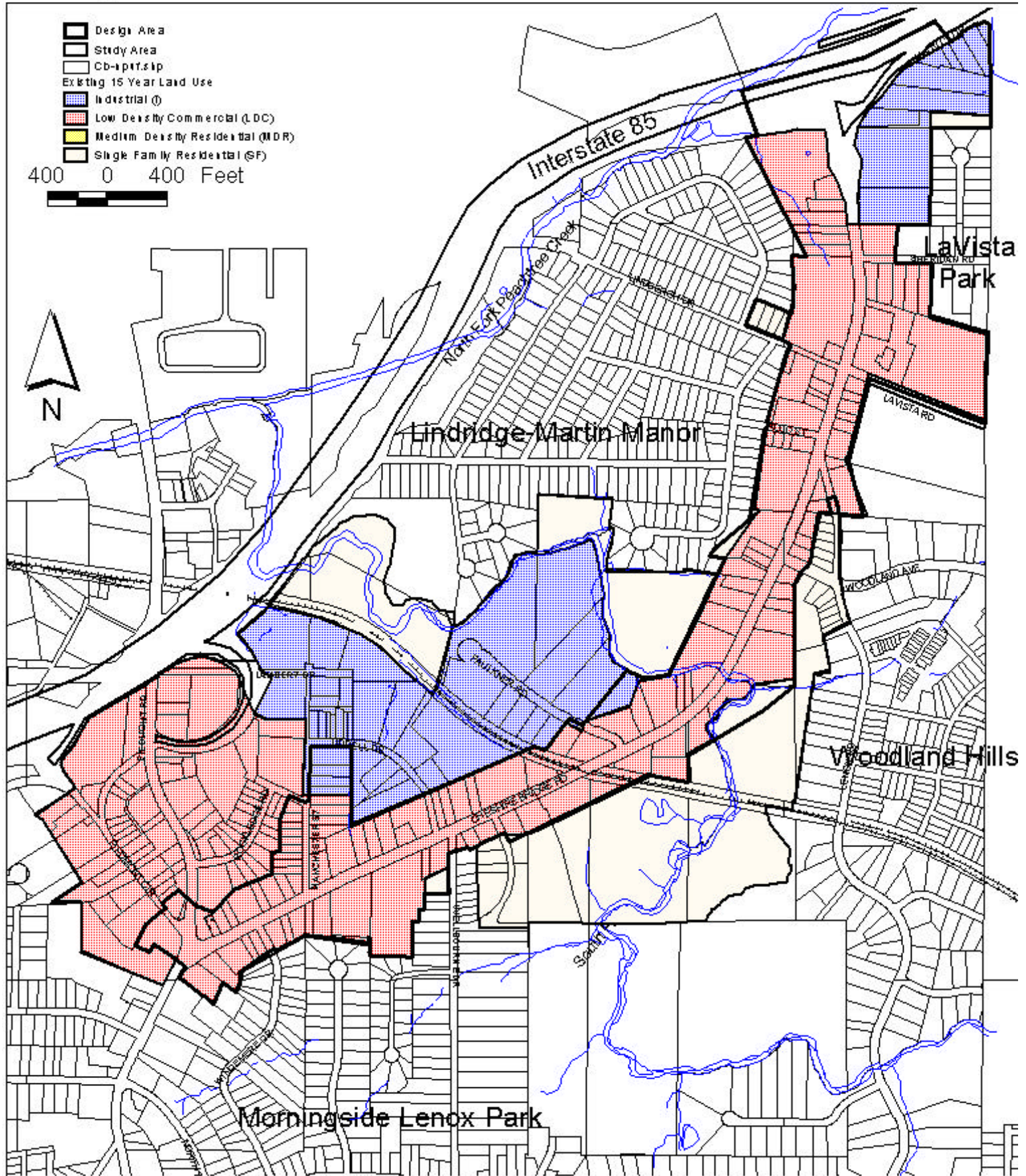
Cheshire Bridge Road Study

Map 2 Existing Land Use



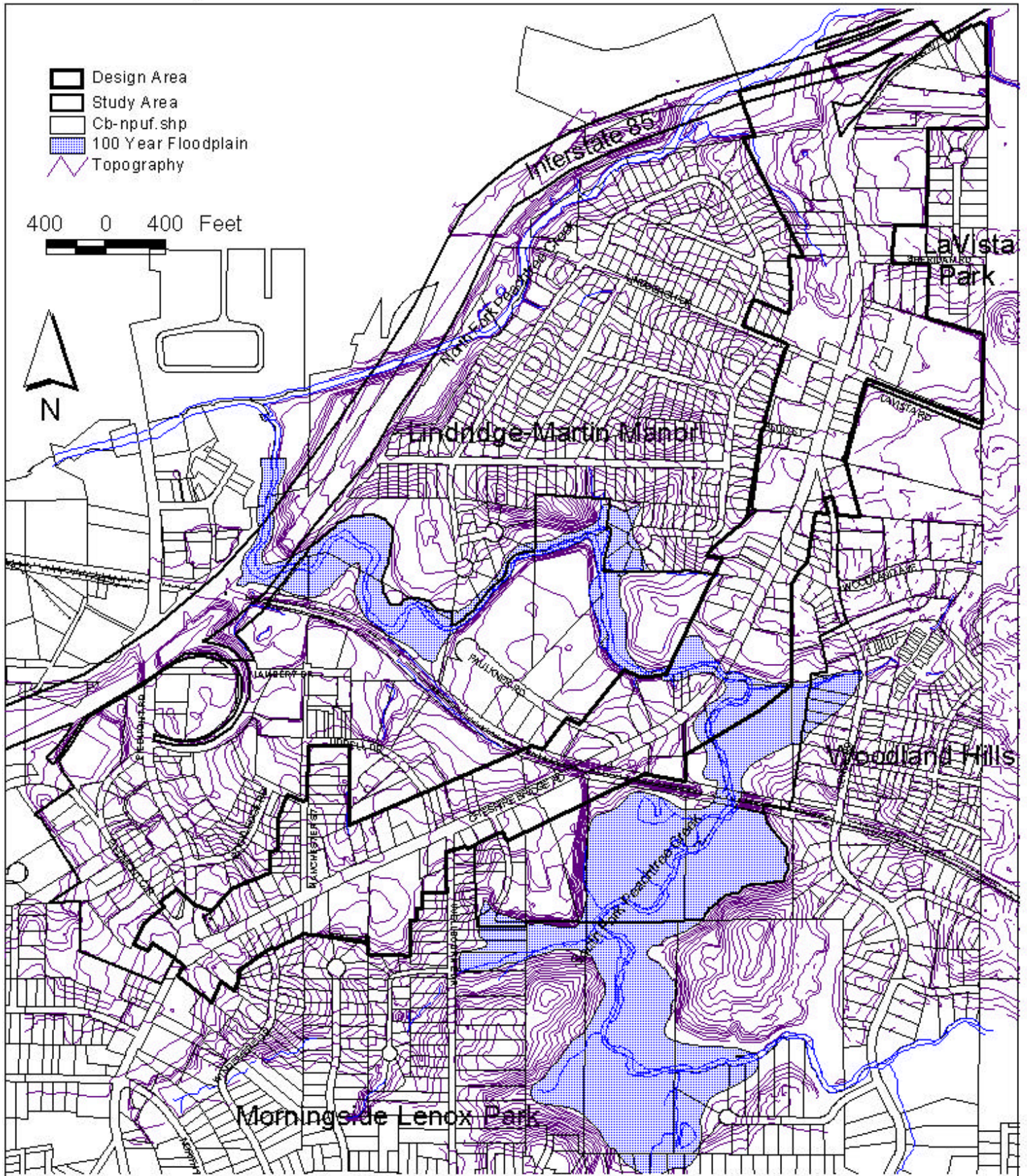
Cheshire Bridge Road Study

Map 3 Current Fifteen Year Land Use Plan



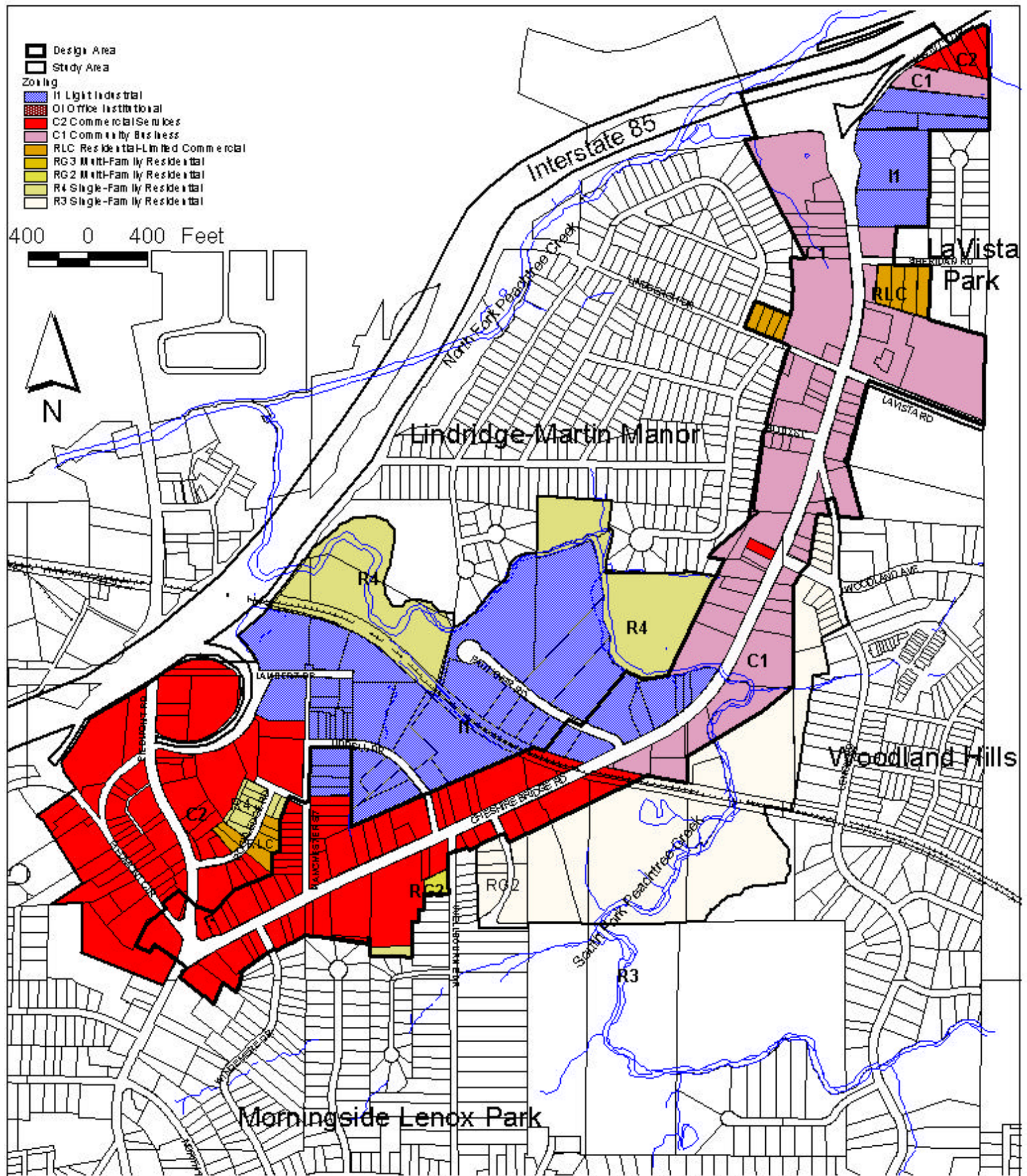
Cheshire Bridge Road Study

Map 4 Environmental Conditions

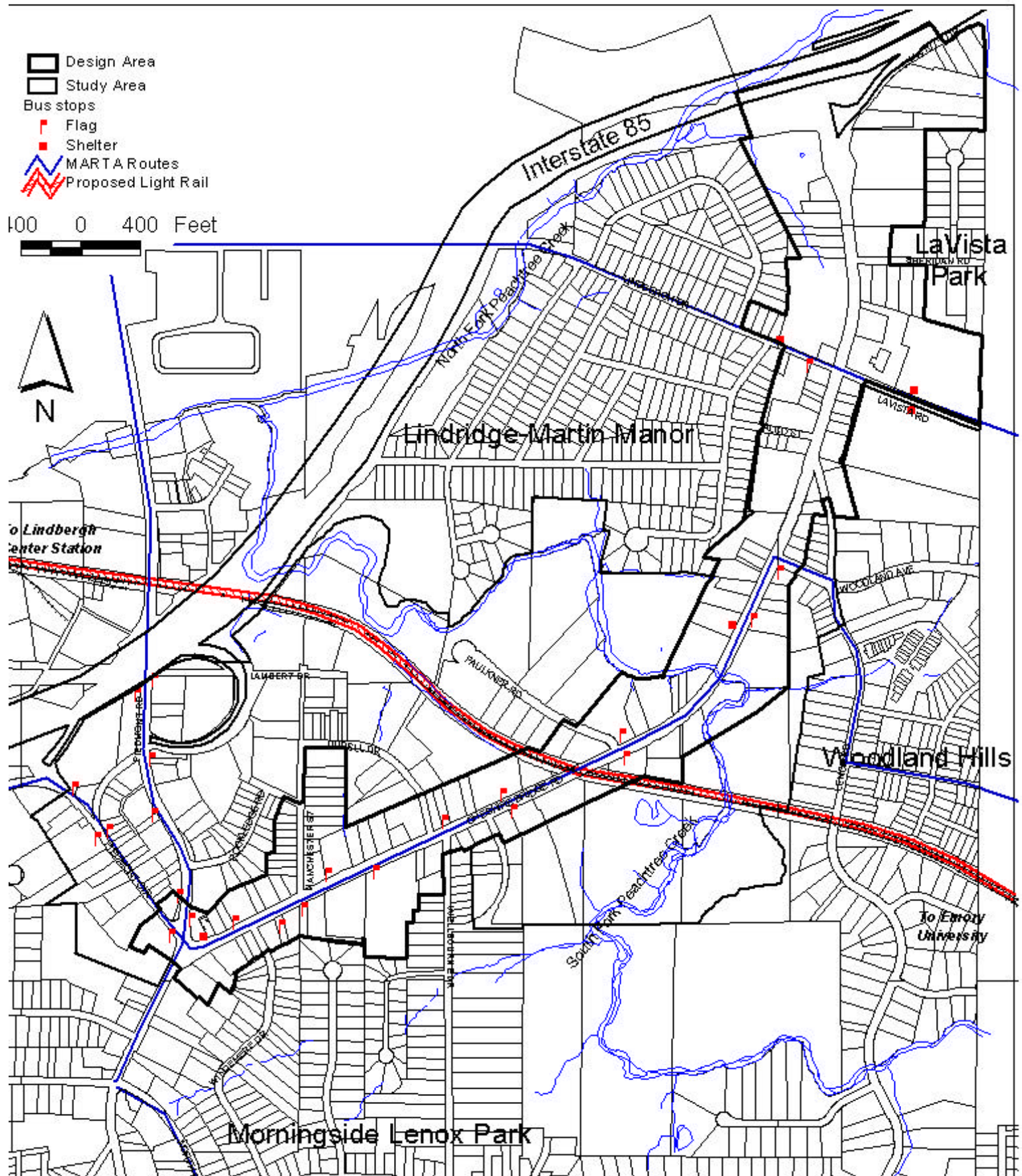


Cheshire Bridge Road Study

Map 5 Current Zoning

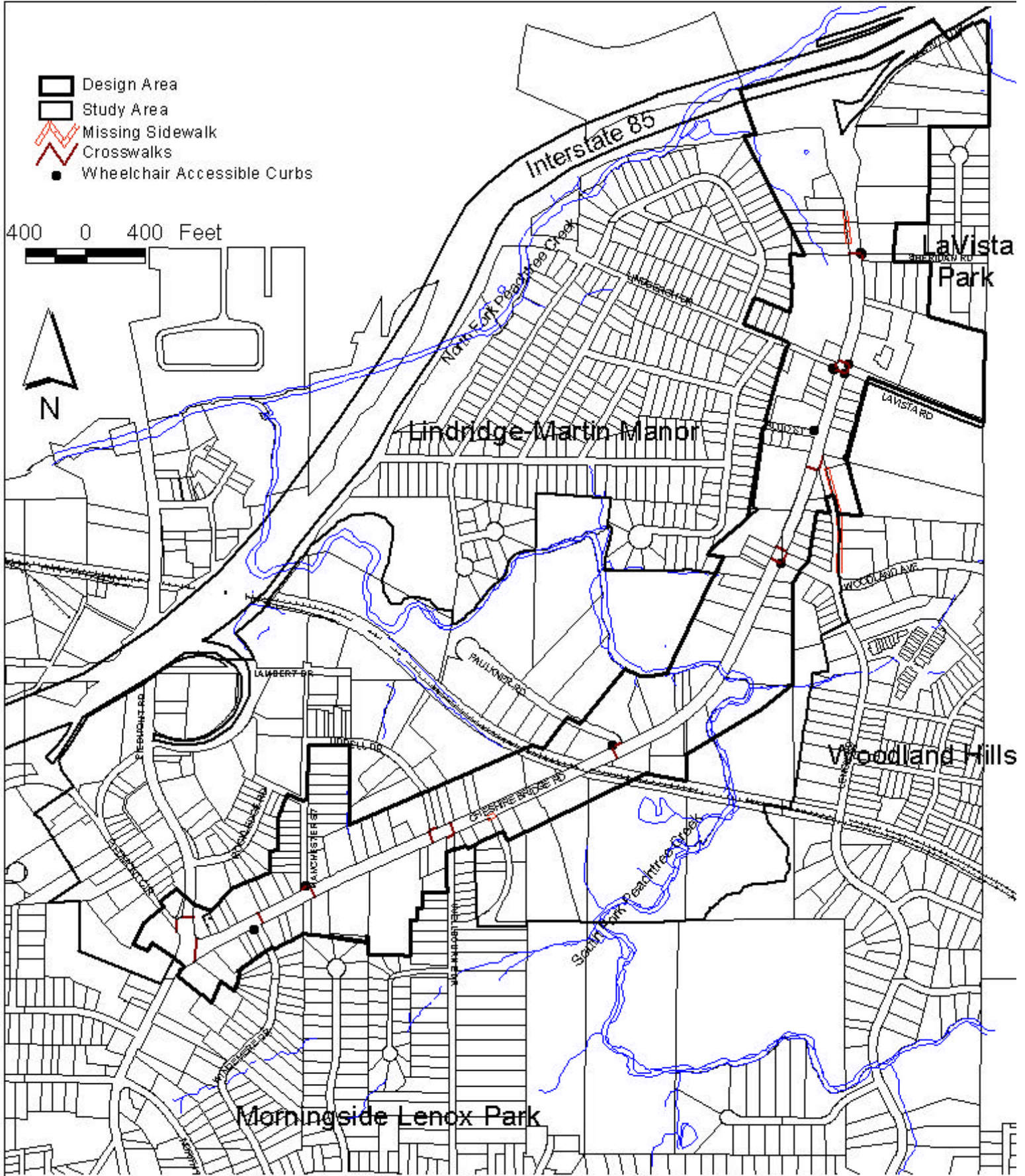


Map 6 Transit Conditions



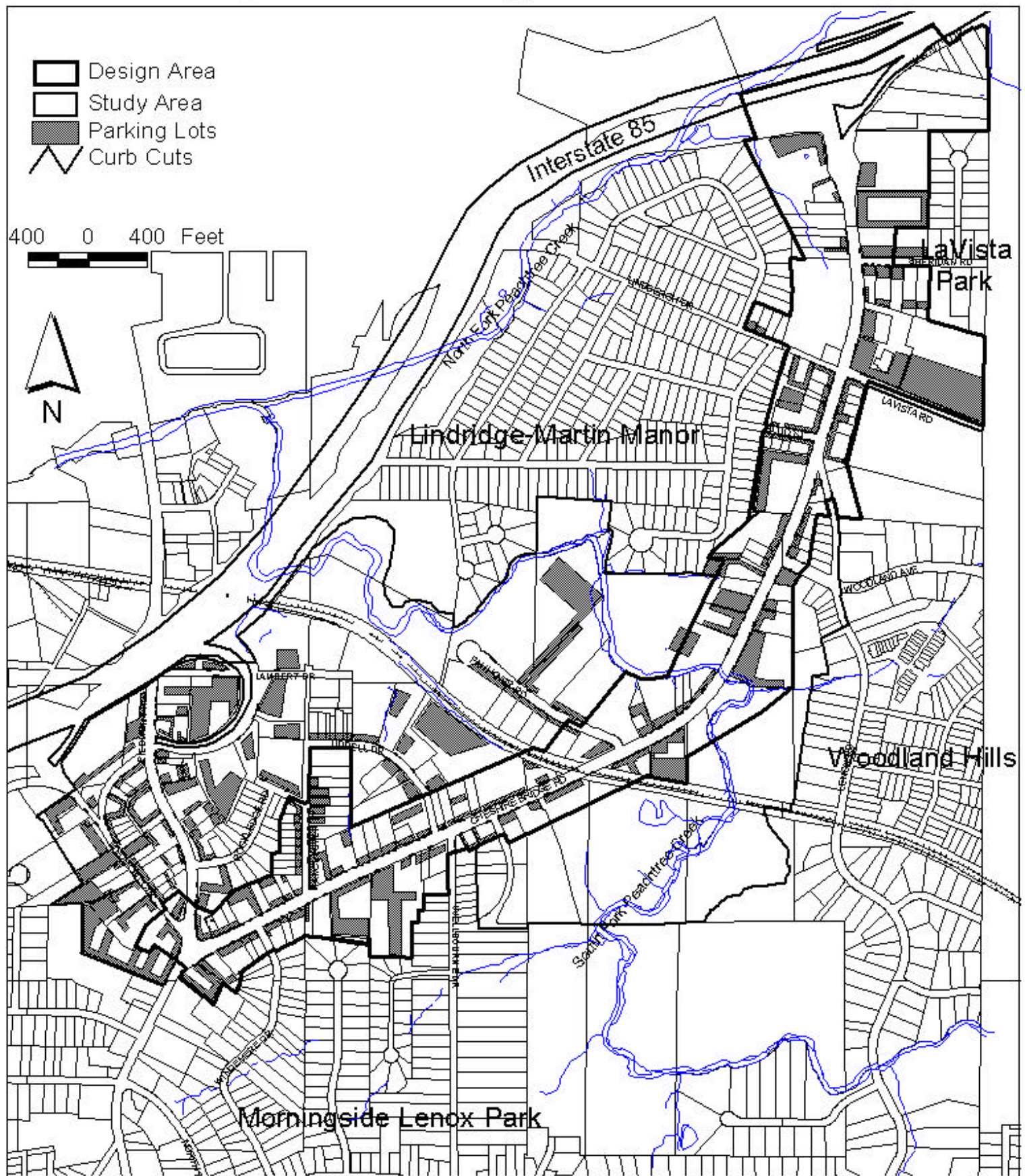
Cheshire Bridge Road Study

Map 7 Sidewalk Conditions



Cheshire Bridge Road Study

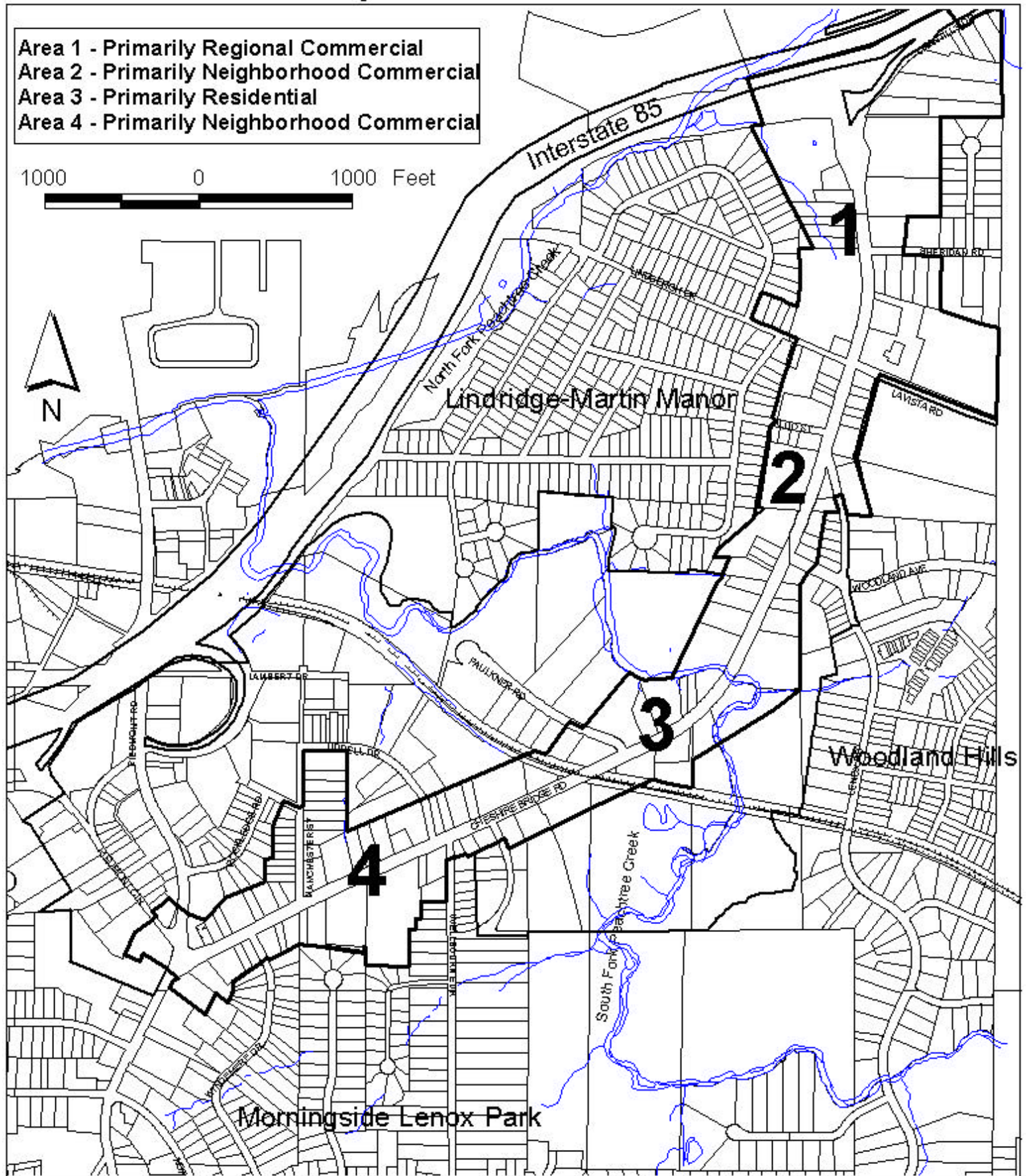
Map 8 Parking and Curb Cuts



Proposed Changes Maps

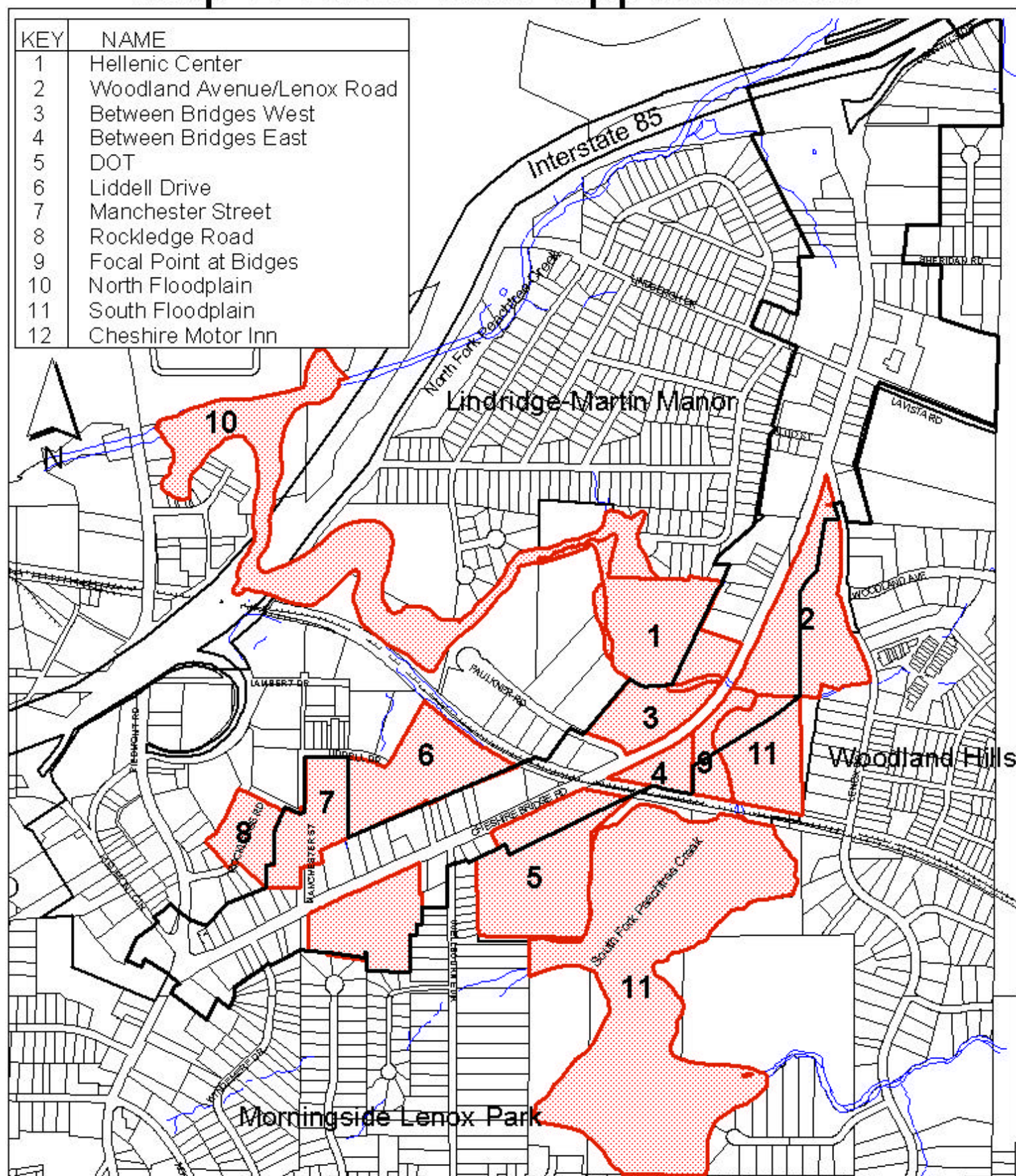
Cheshire Bridge Road Study

Map A Sub-areas



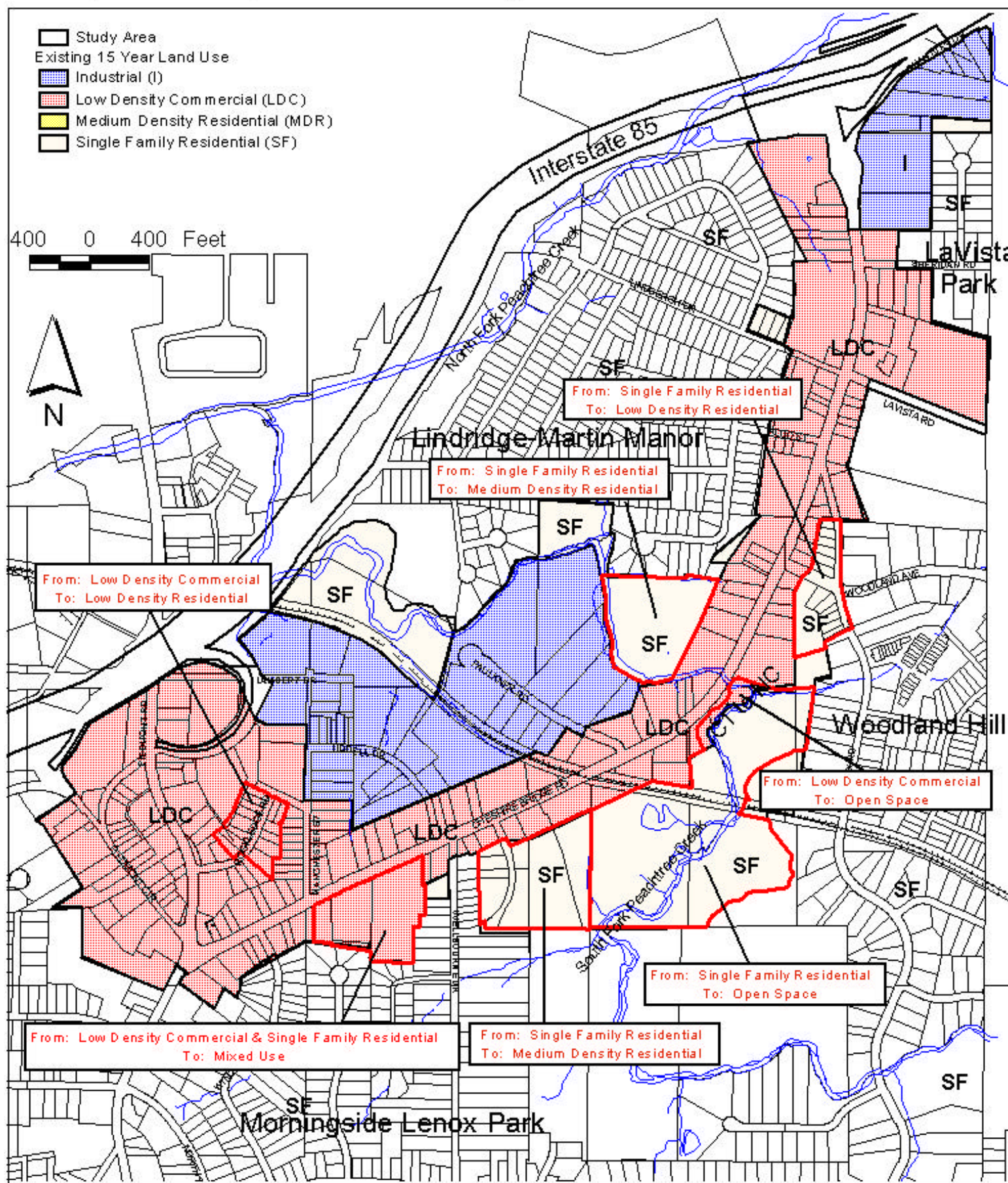
Cheshire Bridge Road Study

Map B Land Use Opportunities



Cheshire Bridge Road Study

Map D Proposed Changes to 15 Year Land Use



Other

History of Cheshire Bridge Road

Early History The earliest record of Cheshire Bridge Road appears in the early 1820s, when whites first began to settle the area. At the time, the area was still inhabited by Native Americans and was part of the DeKalb County wilderness, as Fulton County had not yet been created. As such, these early settlers were primarily pioneering farmers or millers who worked at a few small mills along area creeks.¹

One such early settler was Abraham Chandler. It is known that by 1823 Abraham Chandler had built a home, small store and farm at what is now the intersection of LaVista and Cheshire Bridge Roads. While by today's standards it would be viewed as little more than an outpost in the wilderness, the farm was a tangible sign of progress at the time. On May 20, 1823, the Inferior Court of DeKalb County created a new militia district for the area that now includes Cheshire Bridge Road, and simultaneously appointed Abraham Chandler as overseer of the poor in the area. The appointment was a positive reflection on both him and his store.²

The Cheshire Bridge Another well-known settler in the early nineteenth century was Captain Hezekiah Cheshire. Captain Cheshire actually lived at what is now 1184 North Highland Avenue,³ but his sons Napoleon and Jerome built small farms on both sides of Peachtree Creek's south fork, near the present location of the Hellenic Center and Faulkner Road.⁴ In order to connect their farms, they built a small bridge known as the Cheshire Bridge. In time the bridge, located at the site of the current bridge over the south fork, became a landmark in the area and the entire

¹City of Atlanta. Department of Budget and Planning. NPU F Profile. Atlanta: City of Atlanta, 1982.

²Garrett, Franklin. Atlanta and Environs. 2 vols. Athens: University of Georgia Press, 1954.

³City of Atlanta. Department of Budget and Planning. NPU F Profile. Atlanta: City of Atlanta, 1982.

⁴Martin, Albert. Personal Interview. 14 May 1998.

Appendix

section of road running from Piedmont north was called Cheshire Bridge Road. (see Figure 1)

Transportation In 1835 the area received a major boost when DeKalb County began developing a road designed to improve transportation between Decatur and Pace's Ferry on the Chattahoochee River. Part of this road was to run from Garrison's Mill on Peachtree Creek to Abraham Chandler's store and then on to Decatur. The road, which was called Paces Ferry Road, included a bridge over Peachtree Creek called Chandler's Bridge and was located on parts of today's LaVista Road and Morosgo Drive.⁵

The Cheshire Bridge Road area changed little during the period from 1835 to the 1870s. More small farms were built, but perhaps the most noteworthy event from the period occurred in 1857 when a grand jury found Chandler's Bridge to be one of only two unsafe bridges in the county. During the Civil War, Union forces on their way to Atlanta burnt the bridge over North Fork Peachtree Creek northeast of today's Cheshire Bridge Road, but little else happened during the war. A few years later, in the 1870s the Atlanta and Charlotte Air Line Railroad was completed and included a stop in the nearby Rock Spring community, which opened the area up to potential future development.⁶ The railroad ran on the path of the current railroad right-of-way which passes under Cheshire Bridge Road.

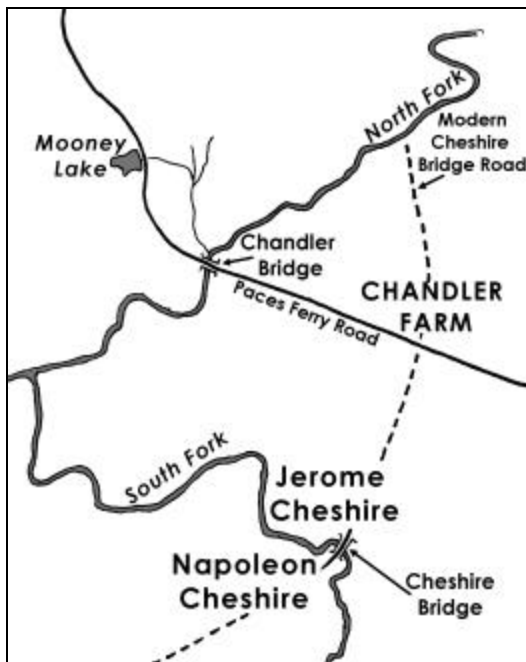


Figure 1: Early settlement around Cheshire Bridge Road.

When Southern agriculture experienced a slump in the period following the Civil War the effects were felt on Cheshire Bridge Road. Many of the farmers had their land foreclosed on by banks because they could not afford to pay their mortgages. So it was that Mr. Veach, a banker from Adairsville, GA, came to own approximately 5,000 acres of land around Cheshire Bridge Road in the post Civil War slump.⁷

When Mr. Veach died he left all of the property in the area to his five children. This, however, presented a problem since there were only four corners around the Cheshire Bridge and LaVista Road intersection. To compensate for this he gave four children parcels around the intersection and gave his son Grady the land running east into DeKalb County along what is now Woodland Avenue and Lenox Road. Each child built a permanent residence on their parcel, except for his daughter who owned the land to the northeast of the LaVista Road and Cheshire Bridge Road intersection, where the Tara Theater is. She continued to

⁵City of Atlanta. Department of Budget and Planning. NPU F Profile. Atlanta: City of Atlanta, 1982.

⁶Mitchell, Herman. Personal Interview. 14 May 1998.

The Twentieth Century Suburbanization Begins

live in Adairsville, but did eventually build a summerhouse at the northeastern corner of the intersection.⁸

The Cheshire Bridge Road area began to experience its most significant changes in the 1910s. By 1914 plans were underway for a garden suburb called Woodland Hills, on the land owned by Grady Veach. The developer of Woodland Hills boasted of “property of the highest class” with “beautiful forest trees,” in real estate advertisements of the time. Furthermore, they boasted of suburban train service to the city and the expected arrival of the trolley.⁹

By 1921 Woodland Hills appeared on city maps alongside other intown neighborhoods such as Druid Hills and Ansley Park. However, unlike the latter two, Woodland Hills failed to develop as a garden suburb and remained idle for almost thirty years. A sole bungalow at 1073 Woodland Avenue and a handful of homes along Lenox Road serve as the only reminder of Woodland Hills’ beginnings. (see Figure 2)



Figure 2: Bungalow at 1073 Woodland Avenue

By the 1920’s there had also been some small-scale residential development around the southern portion of Cheshire Bridge Road and a small public school for white children was located on what is now Manchester Street.¹⁰ A 1923 road map of Fulton County calls this cluster of buildings around the intersection of Piedmont Road and Cheshire Bridge Road “Mina.” On later maps, however, there is no reference to “Mina.”¹¹

The Twenties

The area once again entered a period of stagnation between the two world wars. Even during the Roaring Twenties, when much of the open land around Atlanta was being replaced by bungalow development, Cheshire Bridge was overlooked by the development community. This may be largely attributed to poor transportation facilities in the area when compared to other parts of the city at the time.

⁹Yaarab Shriners. Convocation Program. Atlanta: Yaarab Shriners, 1914.

¹⁰United States Coast Guard and Geodetic Survey and Atlanta Mapping Division Topographic Map, Sheet 58. Map. Atlanta: City of Atlanta, 1927.

¹¹Road Map of Fulton County. Map. Atlanta: HC Wilson Civil Engineers, 1923.

Appendix

Post World War II

Only with the arrival of post-World War II prosperity did Cheshire Bridge Road begin to develop in earnest. By 1948 development was once again underway at Woodland Hills. The new Woodland Hills, however, was quite different from the original plan. Instead of a gracious garden suburb with large lots and gently curving streets, the Post War Woodland Hills included almost 500 closely spaced, single-family homes on small lots built with money from GI loans.¹² (see Figure 3) Many of the homes were built with lumber produced from trees on the site, which would eventually cause the paint on the homes to peel, as green wood does not hold paint well.¹³

Another residential community developed in 1948 was D.L. Stokes' subdivision in the southwestern quadrant of the Cheshire Bridge and LaVista Road intersection, now part of the Lindridge-Martin Manor neighborhood. Like the Woodland Hills neighborhood, this development was developed primarily for GI's returning from World War II.¹⁴



Figure 3: Post War development in Woodland Hills

Also at this time, a large apartment complex was constructed at 2240 and 2250 Cheshire Bridge Road.¹⁵ This project, along with the other residential subdivisions, spurred the development of auto-dependent businesses to serve the new residents.

Commercial Development

The commercial development on Cheshire Bridge Road initially occurred in two nodes. One node was around the intersection at LaVista Road, and included a building housing LaVista Hardware, Happy Herman's, and a dry cleaner. (see Figure 4) This intersection also included a gas station owned by Bill Myers. During the early years of operation, many of these businesses relied entirely on commuter traffic, as there was still not a sizable residential base in the neighborhood and the women who stayed at home during the day generally did not drive. At Happy Herman's, for example, most of the customers came in

¹² Royston, Deborah. "Woodland Hills." *Atlanta Journal-Constitution* Homefinder 23 May 1993: 6,7.

¹³ Mitchell, Herman. Personal Interview. 14 May 1998.

¹⁴ Mitchell, Herman. Personal Interview. 14 May 1998.

¹⁵ Atlanta City Directory Company. *Atlanta City Directory*. Atlanta: Atlanta City Directory Company, 1948.

between 4:00 and 6:00 PM as male commuters drove home from their jobs downtown.¹⁶

The other node was farther south, at the intersection with Piedmont Road. Perhaps the most prominent feature of this southern node was a popular restaurant called Twelve Oaks. Because it was still considered to be “out in the country” in the 1940s, many high school kids would drive their cars up to Twelve Oaks to get away from their parents. After that, they may have decided to head out to the area on Lenox Road near where the railroad crosses it, which was a popular “make out” spot.¹⁷



Figure 4: The building housing LaVista Ace Hardware represents early commercial

During the 1950s freeway construction also began to alter the area. The construction of Interstate 85 greatly improved accessibility to the area and encouraged additional commercial and residential development, including LaVista Park. This accessibility would have been further enhanced by the construction of Interstate 485, which was designed to cross Cheshire Bridge Road near its intersection with Piedmont.

At the end of the 1960s Cheshire Bridge Road had been commercialized along its length with a variety of businesses.¹⁸ The road even boasted a small shopping center (at the northeast quadrant of the Cheshire Bridge Road and LaVista Drive intersection) which once housed a gentleman's club called the Brave Falcon. There had even been some industrial development around Faulkner Road, on which Erwin Greenbaum and John Huntsinger had developed industrial and warehouse space and Ervindale Dairies had built a processing plant.¹⁹

The 1970s

By the beginning of the 1970s some of the residential districts around Cheshire Bridge Road, and in particular, Woodland Hills, began to enter a period of decline. Drawn by new development farther out in the suburbs, families began to pass by Woodland Hills as a potential neighborhood to live in. With its small homes on small lots, the neighborhood no longer met the expectations of young

¹⁶ Mitchell, Herman. Personal Interview. 14 May 1998

¹⁷ Mitchell, Herman. Personal Interview. 14 May 1998

¹⁸ Atlanta City Directory Company. *Atlanta City Directory*. Atlanta: Atlanta City Directory Company, 1962.

¹⁹ Mitchell, Herman. Personal Interview. 14 May 1998.

families in search of a home. Many of the homes fell into a state of disrepair, and some homes close to Cheshire Bridge Road were razed and replaced by apartments.²⁰ In 1975 the Atlanta Housing Authority began construction on a public housing complex at 2170 Cheshire Bridge Road, which also indicated declining property values.²¹

While the residential areas of Cheshire Bridge Road declined in the 1970s, the situation was not as bad for commercial properties. With time, the commercial district continued to grow and change. Many new restaurants opened along the road and it was known locally as “Restaurant Row.” Furthermore, many antique stores also opened on the road to capitalize on the growing antique industry in Buckhead and the northeast suburbs of Atlanta. (see Figure 5)



Figure 5: One of many antique stores located along Cheshire Bridge Road

The 1980s Paradoxically, the 1980s brought a near reverse of fortune for the commercial and residential districts. Many of the homes in Woodland Hills began to be bought up and renovated by singles and childless couples in search of affordable housing near downtown Atlanta and Buckhead.²²

The commercial component of Cheshire Bridge Road fared considerably worse. In the early 1980s adult businesses began moving into the area and caught the attention of many area residents. As time went on, the road began to lose the “Restaurant Row” image and started to be known as the best place in Atlanta to buy pornography, view erotic dancers, and partake in other adult activities. This perception still exists today, even though restaurants, antique stores, and other establishments far outnumber adult businesses.

Today Cheshire Bridge Road is again in a period of transition. Throughout the City of Atlanta the demand for intown living is increasing as suburban congestion and pollution make urban neighborhoods, such as Cheshire Bridge, more attractive.

²⁰ Royston, Deborah. “Woodland Hills.” Atlanta Journal-Constitution Homefinder 23 May 1993: 6,7.

²¹ Atlanta City Directory Company. Atlanta City Directory. Atlanta: Atlanta City Directory Company, 1975.

²² Royston, Deborah. “Woodland Hills.” Atlanta Journal-Constitution Homefinder 23 May 1993: 6,7.

Appendix

Furthermore, zoning changes enacted by the City of Atlanta have stopped the spread of adult businesses along the road, but pre-existing businesses were exempted from the changes and continue to operate. Meanwhile, businesses along the road have joined forces with the City of Atlanta in an attempt to revitalize Cheshire Bridge Road. If plans are successful, the neighborhood will capitalize on its rich inventory of antique shops, restaurants, and other businesses to change the road's image and create a truly unique urban neighborhood for residents, businesses and visitors.

Results of Visual Preference Index

Conducted July 18, 1998 at Cheshire Bridge Road community workshop by
City of Atlanta; Department of Planning, Development and
Neighborhood Conservation; Bureau of Planning

Introduction

At the first in a series of community workshops on Cheshire Bridge Road, a Visual Preference Index was administered. The index was designed to both provide a better understanding of the community's vision for the future Cheshire Bridge Road and to set the tone for urban design-related discussion later in the workshop.

A variety of images, according to typology, were presented for eight seconds each. The participants were asked to rate each image on a scale ranging from negative to positive ten. This ranking was based on whether they thought the image was appropriate and desirable for Cheshire Bridge Road.

When the process was finished, the results were tabulated for each image. The average score for each image was then calculated, as well as the standard deviation for each image. This allowed for both a general idea of the popularity of each image and a more exact indication of whether or not the score was based on a statistical fluke or if a consensus existed.

Findings

General

Rankings varied greatly within each category, yet there were several categories that consistently scored higher than others. Images in the "Open Space" category scored, on average, higher than images in any other category, while images in "Parking" scored lower. Such scores not only indicate the desirability of certain types of open space or parking within each category, they also demonstrate the desirability of one category over another.

Throughout all categories, images with clean and adequate pedestrian infrastructure, quality landscaping and trees scored the highest. Even more interesting, of the twenty highest scoring images from all categories, only two of them contained automobiles while fourteen showed people interacting in a human-scaled environment.

Conversely, in almost every category, the lowest scoring images were those with little or no landscaping, poor pedestrian infrastructure, and large, unkempt expanses of asphalt.

Appendix

In nine of the ten lowest scoring images, an automobile or automotive infrastructure dominates the view; the one other image is a garbage dump in a stream.

Perhaps even more significantly, of the ten lowest scoring images, all but three were images of existing conditions along Cheshire Bridge Road. This, however, does not indicate that community members see nothing positive about Cheshire Bridge Road, for three of the top twenty images were from the corridor. This indicates a desire to preserve certain aspects of the corridor's character.

Signage

The highest scoring types of signage were relatively small, freestanding, externally-lit signs of a human scale. In general, they were unique, modest, and made of materials such as wood or metal. All of the highest-scoring signs were also relatively simple designs with little, if any, excessive decoration.

The lowest scoring signs were large, externally lit signs designed exclusively to be seen from the automobile. Stylistically, these signs were generally either so simple as to be banal, or very flashy and bright. Images of the sort of signs found on the Las Vegas Strip scored very low, while standardized chain store signage scored slightly higher.

Gateways

Virtually all the images in this category scored low and had a wide variety of scores, which may indicate that there was little, if any consensus on the role of gateways in the future of Cheshire Bridge Road. The highest scoring image was actually an image of a gateway to a residential area, which may further indicate that the workshop participants did not fully understand or support the concept of commercial area gateways. The variation may also demonstrate that many of the gateways were scored largely on their artistic quality and not on their actual role as a gateway, as such the actual meanings of the scores are highly ambiguous.

With this said, a few very general observations can be made. Perhaps most important is that vegetation must be part of any gateway treatment. In six of the top eight gateways vegetation was a critical part of the composition. Furthermore, none of the highest scoring gateway images included structures over the street, which is consistent with workshop discussion. All of the gateways were relatively small. Stylistically, all of the top eight images were traditional designs of stone, brick or bronze.

The lowest scoring gateway images were images of the current gateways to Cheshire Bridge Road. This indicates that, while there is little consensus about what should be done with Cheshire Bridge Road's gateways, it is certain that the current conditions are

not acceptable. Of the non-Cheshire Bridge Road low scoring images, most were large, abstract, and overpowering structures made of metal.

Parking

Of all the categories used in the Visual Preference Index, images in “Parking” scored the lowest. The highest scoring image of “Parking” was the lowest high score for any of the categories.

The highest scoring images of “Parking” were facilities with extensive landscaping. Whether surface parking or garage, landscaping was an important aspect in the experiential characteristics of the facility. Such is consistent with the scores from other categories where images with landscaping have scored well.

Parking areas divided into small pockets of parking also ranked high, while large, exposed expanses of asphalt did not. All of the highest-ranking facilities, save for one parking garage, had small parking areas enclosed by either vegetation or building. The majority of these facilities were also off-street.

Based on these images, there was no way to determine whether participants favored parking facilities behind buildings or in front of them. However, all of the lowest scoring image featured lots in front.

The lowest scoring parking facilities were also located on Cheshire Bridge Road. The large, barren surface lots were also almost always empty, which may indicate that if parking facilities are to be built, they must be used. Empty lots may also create the false perception that restaurants and other businesses are unsuccessful.

Public Art

As might be expected, the scores varied most in “Public art.” Because of its objective nature, the same image could receive a negative ten from one person and a positive ten from another. Therefore, the results from this category do little more than show the varied tastes of the participants.

Interestingly, the lowest scoring image in this category was the highest of any lowest scores. This may indicate a general support for art along the corridor, although it is difficult to gauge the exact type of art.

The results do suggest, however, that there is support for some sort of art which incorporates water and vegetation into the design. The top three images and the top two most-agreed upon images have water features in them and are set in greenery.

The lowest-scoring images are those which depict large pieces of modern art. They also do not show any plants or water in them. Such may indicate that the participants in the Visual Preference Index prefer small pieces of artwork integrated into the landscape, rather than large, freestanding objects.

Residential

Currently there is little residential development along Cheshire Bridge Road. The results of the Visual Preference Index indicate that there is a desire for more residential development along the corridor.

The highest scoring images were those of traditional urban form. The highest scoring residential image was an image of Victorian rowhouses in Georgetown, Washington, DC. The other highest-ranking images were all of well-maintained multi-family complexes which related well to the street and were architecturally interesting.

The lowest ranking "Residential" images were those of large apartment boxes with little or no facade articulation and no relationship to each other or the street. Such complexes were exclusively accessible by car and had little, if any, relationship to the landscape around them. Another type that scored low was the garden apartment, which indicates that, although they command premium rents, they are not desirable in their current, isolated form.

Commercial

In the future, the primary character of Cheshire Bridge Road will continue to be commercial. However, if the results of the Visual Preference Index are any indication, the type of commercial development will not be the same. Results show a clear rejection of the current commercial strip development pattern in favor of a more urban, pedestrian-friendly form.

The highest-ranking "Commercial" images were mixed-use buildings fronting the sidewalk with shops, services and restaurants at street level and apartments or offices above. All were architecturally modest low-to mid-rise buildings with little or no visible parking.

The lowest scoring commercial building was an adult business currently on Cheshire Bridge Road with little architectural detail, parking in the front and loud colors. The second lowest scoring building was a large suburban office building designed exclusively for the car and with little architectural detail. The remaining low scoring

images were images of poorly maintained auto-oriented businesses currently along the corridor.

Floodplain

The top scoring images in the “Floodplain” category scored very high relative to all other categories. The popularity of images of parks with meandering bike paths and pedestrian trails indicates a strong demand for such facilities along the corridor. Furthermore, a low standard deviation indicates that a general consensus exists about the desirability of such facilities.

There is also a strong consensus on the undesirability of other things. The lowest scoring image in this category was also the lowest scoring of any image. The image of a streambed filled with garbage and overgrown with weeds indicates a degree of environmental awareness and a desire to improve the two creeks within the corridor.

Alternative Transportation

The highest scoring images of non-automotive transportation facilities were pedestrian and bicycle facilities. Images of wide sidewalks with trees and high volumes of foot traffic scored high. Such scores are consistent with workshop feedback, which indicates a desire to create a pedestrian-friendly environment.

Images of transit registered little reaction; perhaps indicative of the minimal role that transit currently plays on Cheshire Bridge Road. Because of the cultural stigma associated with transit, and buses in particular, participants are unlikely to understand the true potential of such facilities.

As expected, the lowest scoring images were those of current conditions along Cheshire Bridge Road. Cracked sidewalks and lonely bus stops scored very low with a high level of consensus.

Attractions

The “Attractions” category was another category with polarized results. The highest scoring images scored very high, while the lowest scoring images scored very low. In fact, seven of the twenty highest scoring images were from this category, making this the most popular category for high-scoring images.

The highest scoring image was an image of a crowded outdoor dining area. This image was also the highest scoring image in the entire Visual Preference Index. Other high-scoring images included farm stands, antique shops, theatres, and shops. Many of the

high scoring images were also images of attractions currently along Cheshire Bridge Road. This indicates that the community views these as valuable assets which must be protected.

The lowest scoring images were those of attractions of a more adult nature. Strip clubs and casinos scored very low. At the same time, more child-oriented things such as amusement parks and merry-go-rounds also scored low. Such may indicate a desire to avoid what may be called “tacky” attractions in favor of more refined ones.

Parks, Plazas, and Open Space

The high-scoring images in this category were the second most popular after those in attractions. Scores were favorable for all but three images, indicating a strong support for open space along or near Cheshire Bridge Road.

Small, intimate spaces scored very high, particularly if they were complemented with lush vegetation and outdoor furniture. Paved areas such as plazas generally scored lower than areas with grass, although those with trees scored higher than those with architectural elements.

Only three images in this category received negative scores or unfavorable scores. All three were images of open space composed entirely of hard surfaces and little greenery.

Streetscapes

Of all the categories used in the visual preference index, none had more consistent responses among all participants than “Streetscapes.” As such, the results of this category offer the most accurate reflection of the workshop members as a whole.

The results of this category support conclusions previously made about other categories. As expected, the highest scoring images were those of streets with wide sidewalks, street trees, attractive lighting and a pedestrian scale which includes buildings up to the sidewalk. The streets have a strong sense of enclosure and provide a pleasant and attractive walking environment.

Conversely, the lowest scoring images were those of the current pedestrian-hostile commercial strip that now exists along Cheshire Bridge Road.

Conclusion

While the results of the Visual Preference Index do not inconclusively show what the participants in the Cheshire Bridge Road workshop want, they do provide some valuable insight into what may be desirable for the Cheshire Bridge Road corridor. This includes a more pedestrian-friendly and landscaped street with a mix of businesses serving a variety of interests.

The results of the Visual Preference Index undeniably suggest, however, a desire to reject many of the current undesirable attributes of the corridor while preserving other, more desirable ones. As such, they demonstrate a desire to build upon the current things which make Cheshire Bridge Road unique and avoid the transformation of Cheshire Bridge Road into an entirely generic commercial strip.



Resource Guide

A summary of water quality resources including resources from the Metro Atlanta Urban Watersheds Initiative, Army Corps of Engineers, and other sources.

Purpose

This document is intended to serve as a reference guide for citizens concerned about water quality issues in the Cheshire Bridge Road area. By providing citizens and business owners with a brief overview of conditions within the corridor, it is hoped that this document will help foster further citizen-initiated action.

Material included in this document is neither endorsed by the Cheshire Bridge Road task force, nor Cheshire Bridge Community Workshop participants. It is merely intended to provide a summary of past, present and future water quality projects undertaken within the area around Cheshire Bridge Road and provide a list of resources for those interested in learning more.

Introduction

The area around Cheshire Bridge Road is home to one of the City of Atlanta's most important hydrological features. After passing under Cheshire Bridge Road and through adjacent residential neighborhoods, the North and South Forks of Peachtree Creek join and form Peachtree Creek. This event occurs to the west of Interstate 85, approximately three-fourths of one mile from the Cheshire Bridge Road Commercial Corridor. From this point, Peachtree Creek flows westward through many of Atlanta's neighborhoods and business districts until it finally empties into the Chattahoochee River.

Due to its strategic location, Cheshire Bridge Road plays an important role in water quality issues associated with both Peachtree Creek and its tributaries. Decisions made in the area have the potential to affect both the immediate area and areas downstream. Conversely, Cheshire Bridge Road is also impacted by decisions made upstream in DeKalb and Gwinnett Counties. Flooding, siltation, and poor water quality know no political boundaries.

Water Quality

Human activity in and around the North and South Forks of Peachtree Creek over the past several decades has had a negative effect on the water quality in the Cheshire Bridge Road portion of these streams. Point source and non-point source pollution, stream alterations, as well as unnaturally large amounts of surface runoff contribute to water quality degradation. A rating system has been developed to quantify the degree of stream impairment utilizing a *Habitat Index Rating* and *Pollutant Loads Rating*.

The *Habitat Index Rating* takes three parameters into account. The first parameter is the physical stream characteristics that directly affect the biological community. The second is the channel morphology, which controls the behavior of stream flow and sediment deposits. The final parameter deals with riparian vegetation and stream bank structure.

Pollutant Loads Rating takes into account the biochemical oxygen demand, total suspended solids, nutrients, total recoverable metals, and fecal coliform in stream water. The primary sources of these pollutants are stormwater runoff from residential, commercial and industrial areas; stormwater runoff from construction and other disturbed areas; and combined sewer overflows.

Currently, the South Fork Peachtree Creek has a *Habitat Index Rating* of "Fair-Good" and a *Pollutant Loads Rating* of "Poor." The Lower North Fork Peachtree Creek ranks slightly worse, with a *Habitat Index Rating* of "Poor-Fair" and a *Pollutant Loads Rating* of "Poor."^{*}

A *Habitat Index Rating* of "Good" includes criteria that are less than desirable but satisfy expectation in most areas. A rating of "Fair" includes criteria describing moderate levels of degradation with frequent intervals of more severe degradation. A rating of "Poor" includes criteria for streams that have been substantially altered with severe degradation characteristics.

The *Pollutant Loads Index Rating* is determined by the levels of measured pollutants present in the water. A rating of "Poor" indicates that there are high levels of pollution from the measured parameters.

The amount of impervious surface in a given watershed also affects water quality. Within the Lower North Fork Peachtree Creek watershed, 24% of the land is impervious, not including building roofs. In the South Fork Peachtree Creek watershed,

^{*} Taken from Metro Atlanta Urban Watersheds Initiative, "Watershed Assessment Data for Subbasins in East and West Watersheds."

Appendix

the percentage falls to 21%. Impervious surfaces prevent rain from recharging ground water supplies and cause excessive and rapid runoff during downpours.

Water Quality Improvements

Steps have recently been taken to remedy some of the more immediate concerns along the North and South Forks of Peachtree Creek. As part of the 1994 City of Atlanta bond referendum for infrastructure improvement, work was done along several sections of both waterways, and more is planned.

Completed Projects

- South Fork Peachtree Creek debris clean-up, silt removal, and riprap erosion control near Cheshire Bridge Road bridge.
- South Fork Peachtree Creek debris clean-up, silt removal, and riprap erosion control near Lenox Road bridge.
- South Fork Peachtree Creek dead tree removal, riprap erosion control and core fabric streambank restoration work east of Johnson Road bridge.

Future Projects

City of Atlanta

- North Fork Peachtree Creek riprap around Cheshire Bridge Road bridge piers to prevent erosion.
- North Fork Peachtree Creek riprap drainage swale (channel lined with large stones emptying into stream) and end-of-pipe riprap (stones put at point where pipe empties onto dry ground) west of Cheshire Bridge Road bridge. Designed to slow down runoff and control erosion from Buford Highway.
- North Fork Peachtree Creek riprap around existing gabions (wire baskets filled with rocks) at DeKalb County border.

- South Fork Peachtree Creek riprap and end-of-pipe riprap to prevent erosion west of Johnson Road bridge.

The City of Atlanta may undertake additional work in the Cheshire Bridge Road area as a result of the Consent Decree between the City of Atlanta and Upper Chattahoochee Riverkeeper Fund, Inc. As part of the draft agreement, the City may acquire and maintain Greenway Properties along the Chattahoochee River and its tributaries, including Peachtree Creek, for the purpose of improving, restoring and protecting the water quality of the said stream.

Metro Atlanta Urban Watersheds Initiative

Along with the City of Atlanta's planned and tentative work, the Metropolitan Atlanta Urban Watersheds Initiative (MAUWI) – a regional coalition of concerned parties committed to environmental quality – has recommended proposed improvement scenarios for the two streams to be supported by community-based efforts. These included riffle pool development, stormwater Best Management Practices, and riparian zone restoration, streambank restoration, and developing partnerships with concerned citizens upstream.

MAUWI Improvement Scenarios

Rifle pools are tiny pools in the stream created by the force of falling water. As water falls the pressure scours out a hole in the bed of the stream. This scoured out area may serve as a prime fish-rearing habitat. The techniques used to build riffle pool-forming devices are relatively easy and cheap, therefore making them prime candidates for MAUWI's citizen-based efforts.

Stormwater Best Management Practices are methods designed to protect rivers and streams from excessive runoff. MAUWI divides them into four categories: source controls, including erosion control measures; treatment; peak flow reduction; and stormwater management controls, including zoning and development controls, agricultural and industrial controls, litter and household hazardous waste controls, and miscellaneous management controls. Source controls are methods to control pollution at the source. They include controlling runoff from construction sites with straw bales, tire cleaning strips, silt fences or silt curtains. They also include building basins on construction sites to trap sediment, temporary stream crossings, slope drains, and filter bags.

Source controls also include sweeping streets and parking lots periodically to remove garbage, proper containment of chemicals, rooftop runoff management and installation of oil/grit separators to remove pollutants from parking lot runoff.

Treatment is used if pollutants in stormwater cannot be contained or removed at the source. Treatment may include artificial water bodies planted with vegetation or vegetative filter strips, all designed to slow down and remove pollutants from surface runoff before it enters a stream.

Peak flow reduction techniques provide options for decreasing the amount of stormwater or detaining it so that it is slowly released into the waterways, thus reducing peak flows. Retention ponds, infiltration trenches (shallow holes that have been filled with stone to create a below ground water storage chamber) or water permeable paving systems allow water to soak into the ground before it can become stream runoff.

Finally, stormwater controls are the fourth method for dealing with stormwater. They represent management type controls that can be implemented through ordinances, bylaws, or public education programs. They include lot size restrictions, cluster zoning, tree cover ordinances, open space conservation, and other devices to preserve natural hydrological states. Other controls also include recycling programs, anti-litter bylaws, stormwater reuse, industrial activity limits and other controls to reduce or eliminate pollution.

Riparian zone restoration is the preservation and improvement of land adjacent to a stream, which is an important component of stream integrity. One way to do this is by developing connected greenways that tie natural areas together and preserve open space along the stream. Another technique involves creating vegetated buffers by streams or protecting adjacent wetlands. Finally, floodplain management may be used to manage development activities within a floodplain and ensure that there is no adverse impact on the stream.

Streambank restoration utilizes techniques to restore streambanks damaged by excessive erosion. There are several forms of restoration; the most common ones being riprap and gabion installation, cribwalls, tree root/log streambank restoration and vegetative streambank stabilization. The latter three techniques both stabilize the bank and provide habitat, while riprap and gabions do not provide habitat.

Developing partnerships with concerned citizens upstream is the final scenario recommended by MAUWI. By staying well connected with other citizens, a more comprehensive understanding of a particular stream's condition may be achieved. Furthermore, in some cases, resources or actions may be pooled and coordinated for maximum effectiveness.

Army Corps of Engineers

Prior to the formation of MAUWI, the Army Corps of Engineers undertook the Metro-Atlanta Watershed, Georgia, Peachtree and Nancy Creeks Watershed Reconnaissance Study. The study was designed to investigate problems related to flood damages and environmental quality and to identify opportunities and potential solutions to address these water resources related problems from a watershed management perspective.

The Army Corps of Engineers has also begun an extensive study of the Peachtree and Nancy Creek watershed. The purpose of the study is to investigate the feasibility and the extent of Federal interest in developing an integrated watershed management plan for providing a flood damage reduction program, an urban ecosystem restoration program, and other related water resource problems in the Peachtree and Nancy Creek watershed. The draft report of this study will be completed in January 2000, with final approval of the document expected in May 2000.

Other

Beyond the planned improvements by the City of Atlanta and the potential outcome of the Army Corps of Engineers study, there is little governmental action being taken in the Cheshire Bridge Road area. The impetus for further water quality improvements lies largely in the hands of concerned citizens and business owners.

What You Can Do

There are a variety of resources available for citizens and businesses concerned about water quality in the North and South Fork Peachtree Creek. Many represent resources available for citizen-initiated projects; others are simply names of groups who may be useful allies in water-quality improvement efforts.

General Resources

Metropolitan Atlanta Urban Watersheds Initiative provides a complete inventory of conditions in streams within MAUWI study area. MAUWI tracks activities in the study area and organizations may be placed on their mailing list by contacting their information office. Their soon-to-be-released *Guidance Document* also includes a list and description of grass roots activities that can be undertaken to improve water quality in area streams.

MAUWI offers technical assistance to community environmental groups interested in watershed improvement, but needs to know about your group so that valuable information about your watershed may be forwarded as it becomes available.

Appendix

Contact: Marla Rauls Hill,
MAUWI Public Relations
Phone: 404/330-6980
Website: www.mauwi.org

The Georgia Department of Natural Resources, Environmental Protection Division administers the Georgia Adopt-A-Stream program, which helps individuals, civic groups, businesses and local governments develop local programs to protect water quality. Volunteers may adopt a section of a river, stream, or lake. Activities include litter pick-ups, monthly chemical testing and habitat improvement projects. Training is provided.

This program is an ideal partnership between the community and local schools. Several successful models already exist in the metro area.

Address: Environmental Protection Division, 7 Martin Luther King Jr.
Drive SW Suite 643, Atlanta, GA 30334
Phone: 404/656-0099

Upper Chattahoochee Riverkeeper tracks watershed developments, conducts special projects, encourages active protection of local watersheds, examines legal and enforcement aspects of watershed protection, and monitors the overall health of the Chattahoochee River and related watersheds.

Address: 1900 Emory Street, Suite 450, Atlanta, GA 30318
Phone: 404/352-9828
Fax: 404/352-8676
Website: www.chattahoochee.org

Wildwood Urban Forest Group monitors the South Fork Peachtree Creek in the Morningside-Lenox Park neighborhood

Contact: Steven Rowell or Rochelle Rautman
Phone: 404/892-3661

Save Our Streams Program of the Izaak Walton League of America offers books, videos, equipment and workshops. For a free catalog call 800/BUG-IWLA

Address: 707 Conservation Lane, Gaithersburg, MD 20878
Website: www.iwla.org

American Rivers is a national group hoping to preserve and restore rivers. They provide a variety of materials to grass roots organizations concerned about the quality of local rivers and streams.

Website: www.amrivers.org

Land Development Provisions to Protect Georgia Water Quality is a book prepared for the GA EPD, this book provides explicit descriptions of examples of the watershed protection tools available to local Georgia governments.

Contact: EPD, Nonpoint Source Management Program, Floyd Towers
East, Suite 1070, 205 Butler Street SW, Atlanta, GA 30334
Phone: 404/656-4887

Rock Springs South Fork Peachtree Creek Watershed Alliance

Contact: Bill Eisenhower
Phone: 404/873-6417

The Peachtree/Nancy Creek Keeper

Address: 354 9th Street NE, Atlanta, GA 30309
Phone: 404/873-6417

South Peachtree Creek Nature Preserve, Inc.

Address: PO Box 33247, Decatur, GA 30033

DeKalb County Adopt-A-Stream

Address: 3790 Market Street, Clarkston, GA 30021
Phone: 404/508-7602

Atlanta Outward Bound,

Address: 3790 Market Street, Clarkston, GA 30030
Phone: 404/298-8900

Sequoyah Middle School Ecology Club, facilitated by Jacqueline Strickland

Address: 3456 Aztec Drive, Dunwoody, GA 30340-2702
Phone: 770/451-3821

Friends School of Atlanta Stream Adventurers, facilitated by Bill Witherspoon

Address: 2897 County Squire Lane, Decatur, GA 30033
Phone: 404/373-8746

Keep Sandy Springs and North Fulton Beautiful, Bettye McMickens

Address: 470 Morgan Falls Road, Atlanta, GA 30350
Phone: 770/551-7766

Jaycees Stream Team, Christine Metros

Address: 130 26th St., NW #709, Atlanta, GA 30309

Appendix

Phone: 404/648-7345

Trinity School River Kids Network, Cissie White

Address: 3254 Northside Parkway, Atlanta, GA 30327

Phone: 404/281-8100

Funding Resources

Catalog of Domestic Assistance, US General Services Administration. This is a comprehensive catalog that lists all sources of federal assistance. This information is available in hard copy and on computer disks. A copy may be purchased from GSA.

Contact: Federal Domestic Assistance Catalog Staff (VMS), General Services Administration, 300 7th Street SW, Washington DC 20407

Phone: 202/708-5126

Website: www.gsa.gov/fdac/

Multi-Objective Management Resource Directory. US Department of the Interior, National Park Service. This is a Windows-based database containing over 300 assistance programs from private, state, and federal sources. The database will be sent to you on a 3.5-inch disk, along with a manual, free of charge.

Contact: Conservation Assistance Program, National Park Service, IMFA-RM-S PO Box 25287, Denver, CO 80225

Phone: 303/969-2781

American Heritage Rivers Catalog of Services is available by phone.

Phone: 202/260-7786

Website: www.epa.gov/owow/heritage/services/new/index.html

The Guidebook of Financial Tools. EPA's Environmental Financial Advisory Board, Environmental Finance Center and Environmental Finance Program, June 1997. This document provides an overview of services available to help finance sustainable environmental systems.

Contact: Tim McProuty, EPA, via the Internet

E-mail: mcprouty.timothy@epamail.epa.gov

Website: www.epa.gov/efinpage/guidebk/guindex.htm

State and Local Funding of Non-point Source Control Programs. This document may be ordered by calling 800/490-9198 or by ordering online from the National Center for Environmental Publications and Information. The document number is EPA-841-R-92-003.

Website: www.epa.gov/ncepihom/ordering.htm

Appendix

Water Quality: A Catalog of Related Federal Programs. This catalog may be ordered by calling 202/512-6000 and referring to the document number GAO/RCED-96-173. It may also be ordered online.

Website: www.gao.gov/AIndexFY96/abstracts/rc96173.htm

A Guide to Funding Resources. This document contains information from both governmental and private agencies detailing funding opportunities available to local governments, small businesses, organizations, associations, groups and individuals. It may be ordered by phone. Please refer to document number when ordering: ISSN 1056-9685.

Phone: 800/633-7701

Website: www.nal.usda.gov/ric/ricpubs/funding/fundguide.html

Directory of Funding Sources for Grassroots River and Watershed Conservation Groups. This directory provides profiles of private, corporate, and federal funding sources for river and watershed groups, including name, address, phone number, contact name, deadline, and brief descriptions of each source's particular interests.

Address: River Network, PO Box 8787, Portland, OR 97207-8787

Phone: 800/423-6747

Website: www.rivernetwork.org/rnpublic.htm#dfund

Urban Resources Partnership supports projects throughout the ten metro Atlanta counties where citizens are defining their own needs and seeking financial and technical assistance with environmental improvement projects. The URP connects citizens with resource professionals and government agencies, opens channels of communication, and provides access to grant monies and technical advice.

Address: 200 Northcreek, Suite 300, 3715 Northside Parkway,
Atlanta, GA, 30327

Contact: Nema M. Roman, Coordinator

Phone: 404/364-4242

Preliminary Analysis of Special Features

LAND USE

Good

- Antiques
- Restaurants/entertainment
- Specialty shops

Bad

- Vacant Property
- Strip commercial development
- Limited number of neighborhood services

URBAN DESIGN

Good

- Markers
- Awnings
- Exterior lighting
- Landscaping
- Paving
- Signage
- Sculpture/art
- Parking/sidewalk space
- Wrought iron gates
- Gateway/entry

Bad

- Too many curb cuts
- Deteriorating sidewalks
- Deteriorating parking
- Lack of store front and street front landscaping
- Community gateways/entrances are unidentified
- Neglected opportunities for shared parking
- Storefront to sidewalk separation by large parking lots alienates pedestrians

ENVIRONMENT

Good

- Creek
- Railroad access
- Bridges over these

Bad

- Creek is an untapped resource for the community
- Environment is predominantly asphalt'/concrete with little greenery

TRANSPORTATION

Good

- Access to highways
- MARTA bus service
- Abundant parking

Bad

- Speed
- Poor sidewalks
- Unsheltered MARTA stops
- No bike lanes
- Traffic volume

MARKERS

These serve as gateway elements to the residential areas. Two examples were found:

- Morningside/Lenox neighborhood markers
- State historical markers

BUSINESS IMPROVEMENTS TO STREET ENVIRONMENT

Businesses contribute to enhanced pedestrian environment in several ways:

Awnings

Awnings add shade to immediate building environment. Awnings can improve building façade.

Positive examples:

- Strip mall on Piedmont,
- Roy building
- Starship Building

Exterior lighting

Exterior lighting creates and defines space in the evening when everything else is dark. It grabs the eye and attracts attention. It creates a safer environment at night, since lighted areas are safer than dark.

Positive examples:

- Simple neon on building facades of adult businesses like Doll House
- Neon “FLOWERS” sign at Forresters

Appendix

Landscaping

Improvements to the area between building and street by means of trees, shrubs, flowers, lawns, etc. can enhance the pedestrian environment. Buildings with less setback from the street show improvement with small measures: flower boxes along façade, potted plants, planted medians. This works less well for buildings further from the street with large parking areas in front. Examples:

- Nakato's
- Mara's

Paving

The use of material such as brick, tile, brick/concrete combinations in sidewalks, drives, and parking lots can enhance the pedestrian environment.

- Forrester's is the only example on Cheshire Bridge Road with red brick paved sidewalks and red concrete curb cuts.

Signage

The use of signs can enhance or detract from the pedestrian environment.

Sculpture/Art

Sculpture or large art works can add a lot of character to an area. The Poster Hut has attempted to use this element with creative parking guides in the lot.

Use of sidewalk/parking space

Uses of space can create an exciting environment. On Saturdays there's a fruit stand (out of a van) in front of Forrester's, and the antique shops dress up their parking lots by displaying their merchandise.

Wrought-iron gates

Dixie Ornamental Iron building is on corridor. As such this theme could be explored

ENVIRONMENTAL

Natural Features

Several natural features exist which could be improved on or put to better use:

- Creek
- Railroad tracks

- Bridges over these

Detractors to the environment

The following make Cheshire-Bridge unpleasant for pedestrians:

- Lack of street trees – no shade exists along the sidewalk
- Large bldg. setbacks with parking lots in front
- Billboards
- Deteriorated sidewalks & pavement
- Closed facade/windowless & warehouse-like adult businesses

GATEWAYS

Residential areas begin on most side streets but neighborhoods are not marked. Cheshire Bridge has definite beginning and end:

- Terminus at Piedmont Ave. (to the south)
- Driving entry off Buford/I-85 onto Monroe (even further south)
- I-85 on north side

CHESHIRE BRIDGE ROAD

Field Work Analysis

LAND USE

Methodology: Business names, land use, and address information were gathered for each parcel by means of field observation. Data was entered in map and table form in GIS. Two types of land use were determined for each parcel, a general and a more specific land use.

Data: 1. General : 15-yr land use plan categories for land use GIS map
 2. Specific: a. definition table of specific land uses
 b. table showing address, specific land use, quantity, percent
 c. table and map of adult businesses

Observations: Looking at Cheshire Bridge Road, the largest category of business by far was restaurant. Adult businesses comprised the second largest category. Antiques, automotive businesses, dry cleaners, financial and real estate services had a notable presence. The rest of Cheshire Bridge is characterized by a variety of shops and services.

Looking outside of Cheshire Bridge Road at the businesses on cross-streets, automotive services, construction services, financial, insurance, and real estate services, and imaging services are present in larger quantities. There are a variety of specialty services and offices, particularly in the five large buildings at 1874 Piedmont Road near the intersection of Piedmont Road and Cheshire Bridge Road.

PARKING

Methodology: Parking in commercial areas were characterized public or private, fee or free, and on-street or parking lot. Parking spaces were counted for each condition.

Data: GIS map of parking areas, numbers of spaces for lots and street parking.

Observations: There is no shortage of parking on Cheshire Bridge Road. Nearly every business has its own parking lot with ample spaces.

The speed and the volume of traffic on Cheshire Bridge Road prohibits parking on this street. Many of the residences on the residential streets which abut Cheshire Bridge Road have "No Parking Any Time" signs posted, particularly

the residences closest to Cheshire Bridge Road. However, little parking overflows to these neighborhoods.

CURB CUTS

Methodology: Curb cuts in commercial areas were noted by field observation and mapped in GIS.

Data: GIS map of curb cuts

Observations: There are many curb cuts to parking lots along Cheshire Bridge Road. With so many curb cuts and impervious surface area dedicated for parking, there is little landscaping between sidewalk and street. Additionally, even though the buildings have large setbacks from the street, few properties have large trees or landscaping between the sidewalk and building façade. The result is an unfriendly pedestrian environment with vast open parking spaces, little shade, and little protection from the fast traffic along Cheshire Bridge Road.

SIDEWALK CONDITIONS

Methodology: Missing sidewalks were noted and mapped on GIS

Data: GIS map of sidewalk conditions

Observations: Sidewalk was missing in front of the D.O. T. property adjacent to Milou's Antique Market and Ninos Restaurant. Sidewalk was also missing in front of vacant property near the Sheridan intersection; this property is undergoing development as an Ace Hardware store.

Many stretches of sidewalk along Cheshire Bridge Road are in disrepair – broken, bumpy, or covered with dirt. This is particularly true of the areas along Cheshire Bridge Road between the RR tracks and the stream (between the bridges).

CROSSWALKS and HANDICAP RAMPS AT INTERSECTIONS

Methodology: Existing handicap ramps and pedestrian crosswalks were mapped for all intersections along Cheshire Bridge Road.

Data: GIS map of corner conditions at intersections

Appendix

Observations: Crosswalks exist at most intersections. Where handicap ramps do not exist, a curb cut to a parking lot is usually within close proximity.

Cheshire Bridge Road is difficult to cross as a pedestrian except at intersections with traffic lights. The distance between intersections with traffic lights is often large, encouraging pedestrians to cross mid-block. This is dangerous particularly where Cheshire Bridge Road curves and turns north (just past the bridge over the creek); visibility is poor and traffic speed is high.

Intersections with streetlights exist in the following locations:

Cheshire Bridge Road at Sheridan
Cheshire Bridge Road at Lindbergh/LaVista Road
Cheshire Bridge Road at Woodland Ave.
Cheshire Bridge Road at Faulkner
Cheshire Bridge Road at Liddell
Cheshire Bridge Road at Piedmont

MARTA STOPS

Methodology: The location and type of each MARTA stop was determined by field observation and confirmed with MARTA.

Data: GIS map of MARTA stops.
Characterization and photos of different bus stop types.

Observations: There are many MARTA stops along Cheshire Bridge Road.
Most of the MARTA stops along Cheshire Bridge Rd. were MARTA signs with trash cans and without seating. Seating exists at the following locations:

Cheshire Bridge at LaVista/ Lindbergh intersection
Cheshire Bridge in front of the Hi-Rise at Woodland Ave.
Cheshire Bridge at Piedmont Road in front of Franco's Restaurant

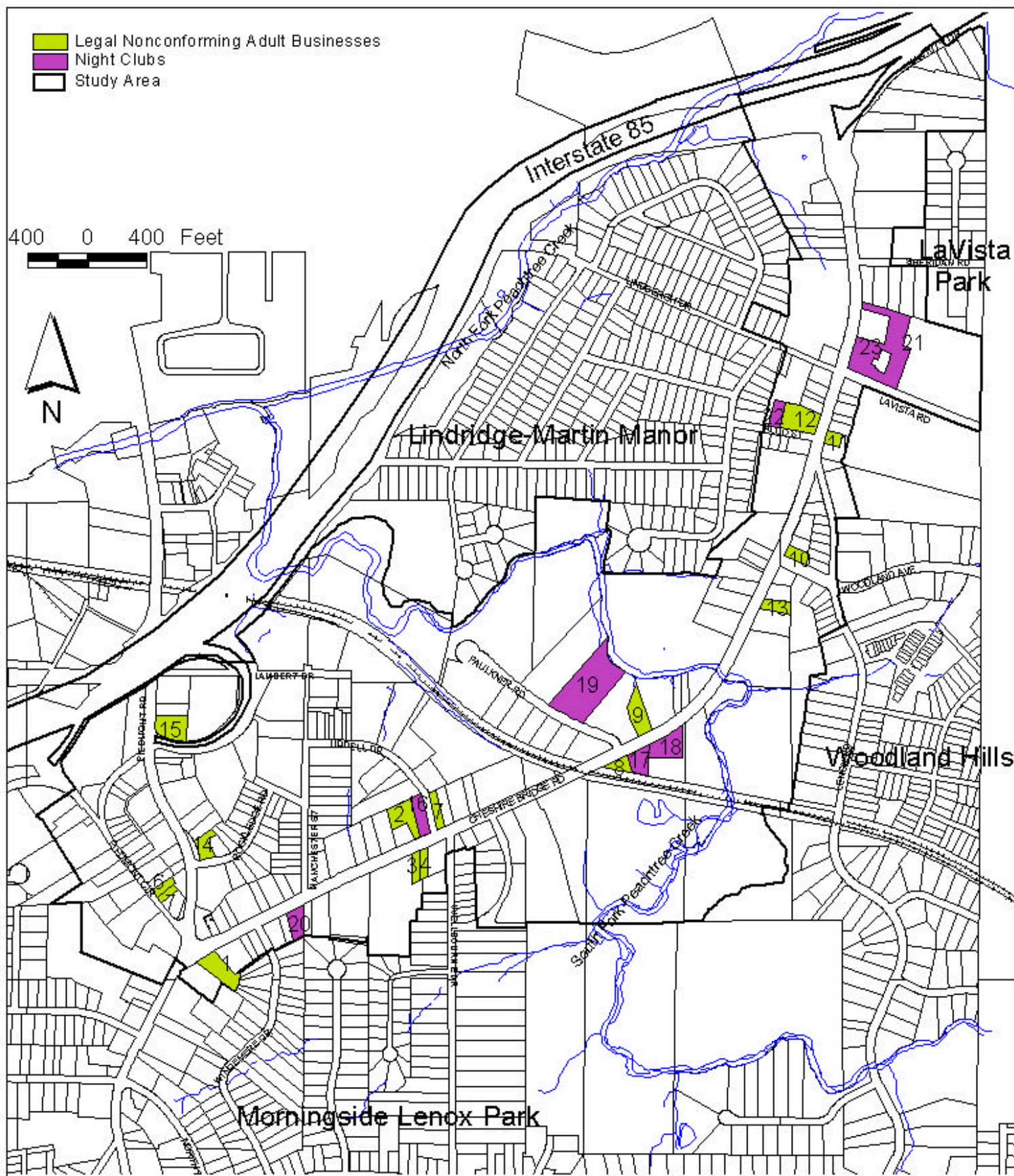
Appendix

Clubs and Adult Businesses

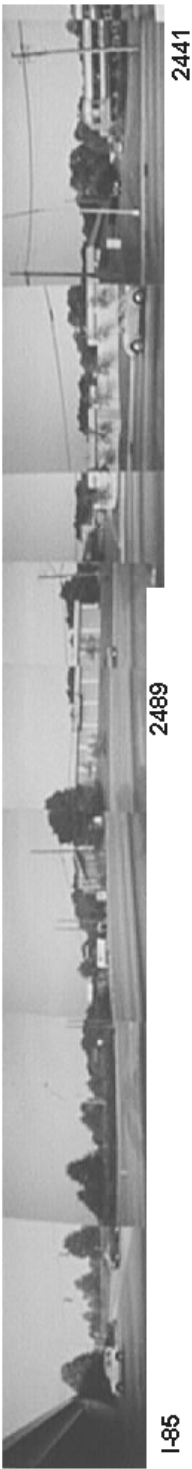
KEY	ADDRESS	ADULT BUSINESS	TELEPHONE
1	1739 Cheshire Bridge Road	Inserrection	404.875.9200
2	1888 Cheshire Bridge Road	Palomino Club	404.476.9992
3	1891 Cheshire Bridge Road	Uptown Novelty	404.875.8812
4	1893 Cheshire Bridge Road	Naughty Girls Lingerie	404.872.2055
5	1905 Piedmont Circle	The Male Room	404.876.1312
6	1907 Piedmont Circle	Living Lingerie Modeling	404.892.1404
7	1916 Cheshire Bridge Road	Showgirls	404.881.6813
8	2043 Cheshire Bridge Road	Bare Necessities	
9	2050 Cheshire Bridge Road	Doll House	404.634.0666
10	2205 Cheshire Bridge Road	Southern Nights Video	404.728.0701
11	2275 Cheshire Bridge Road	Starship	404.320.9101
12	2284 Cheshire Bridge Road	24K Club	404.320.1923
13	2175 Cheshire Bridge Road	The Poster Hut	404.633.7491
14	1905 Piedmont Road	Hot Spot Lounge	404.892.0063
15	2075 Piedmont Road	Tattletale Lounge	404.873.2294
16	1890 Cheshire Bridge Rd	Club Menergy	
17	2065 Cheshire Bridge Rd	Coconut Club & Restaunt	
18	2069 Cheshire Bridge Rd	The Heretic	404.325.3061
19	2115 Faulkner Rd	The Chamber	404.248.1612
20	1789 Cheshire Bridge Rd	Industry	404.817.3722
21	2345 Cheshire Bridge Rd	Buddies	404.634.6478
22	1086 Alco	Opus #1	404.634.6478
23	2329 Cheshire Bridge Rd	Club 112	404.261.0155

Cheshire Bridge Road Study

Adult Businesses and Clubs



North to south



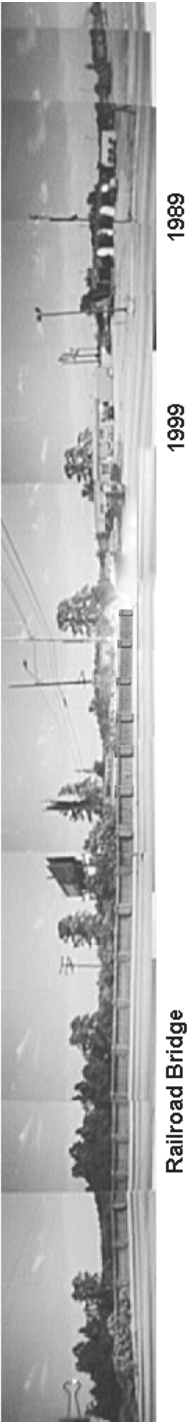
LaVista Road



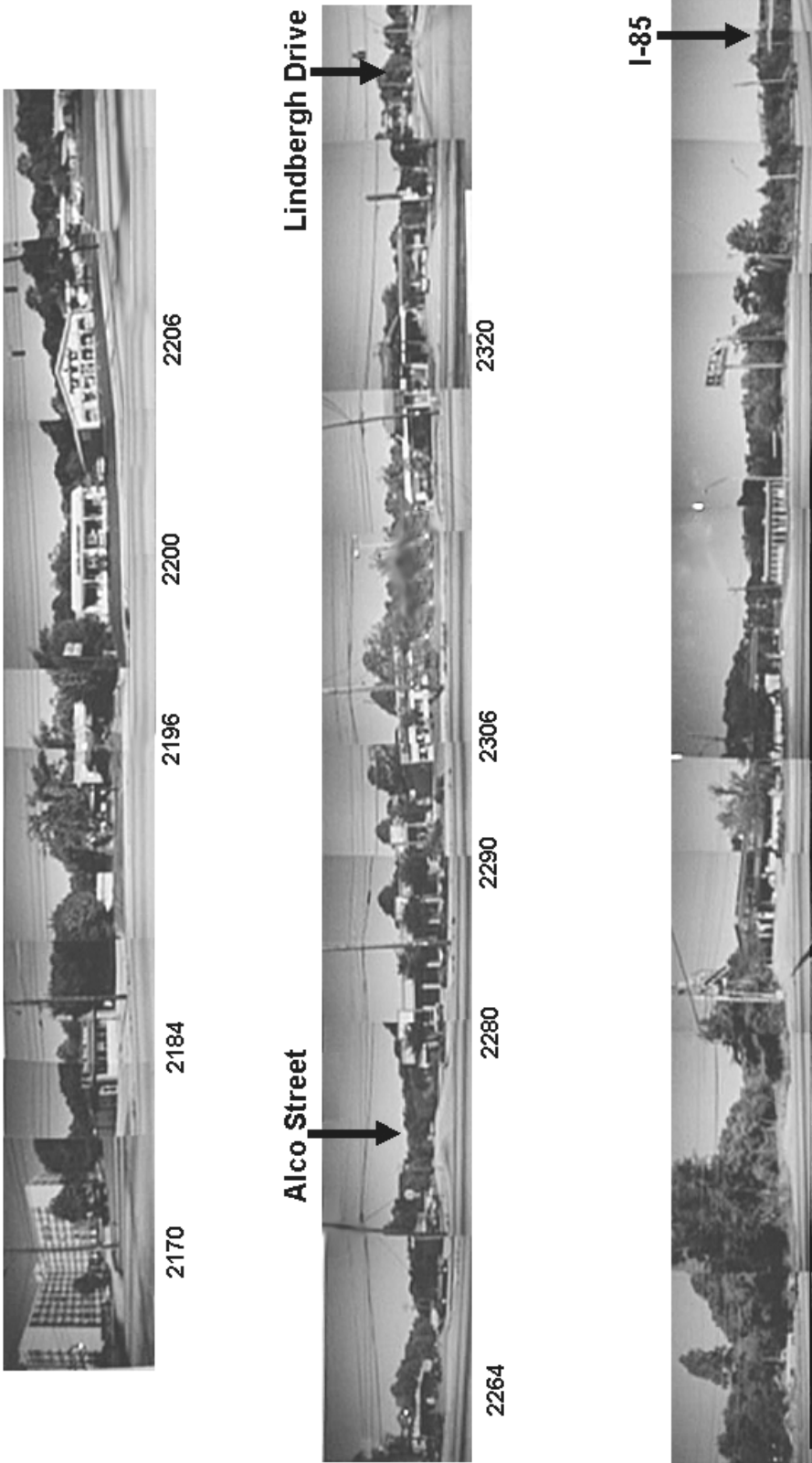
Woodland Avenue



North to south



South to north



South to north

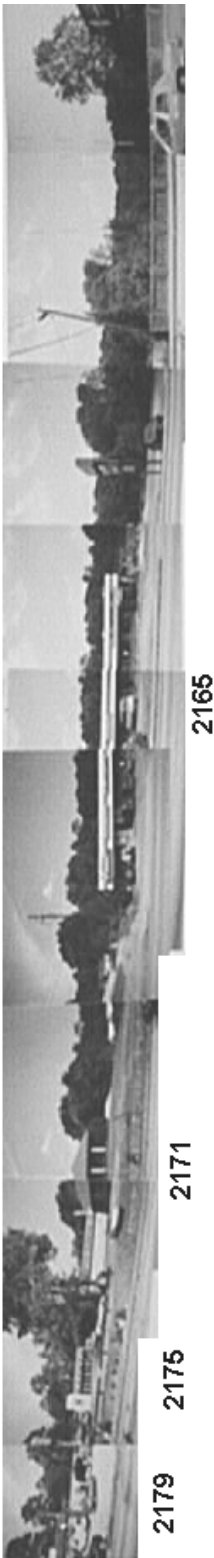
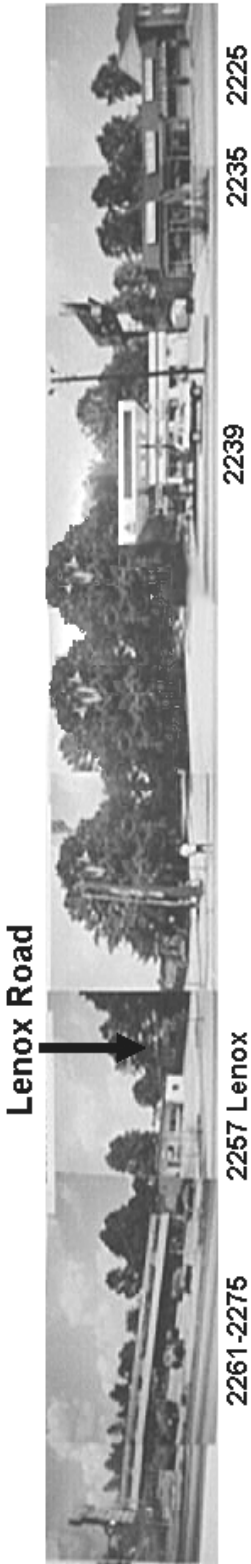
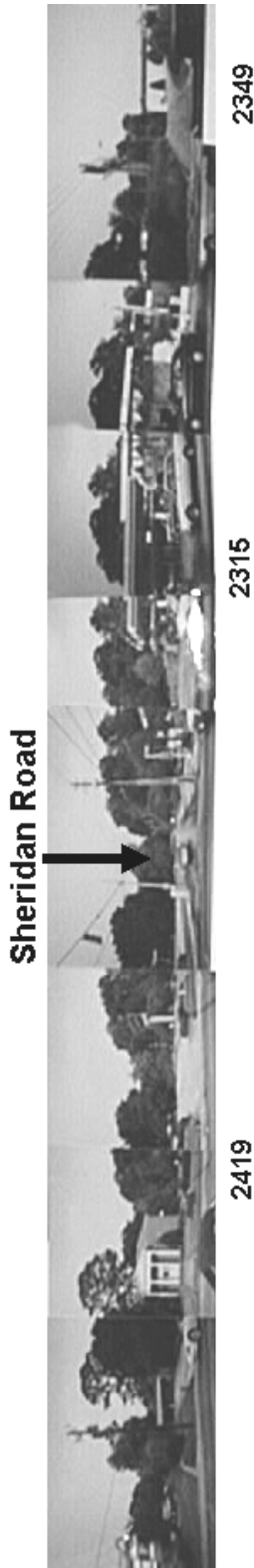
South Fork Peachtree Creek



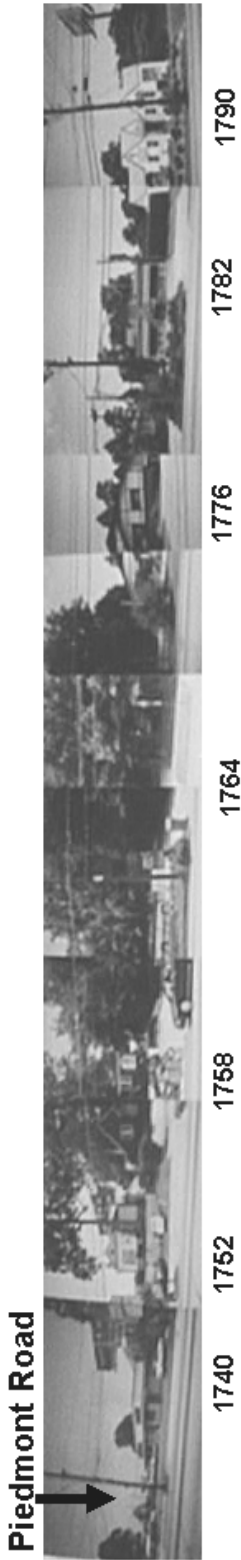
Lindbergh Drive



North to south



South to north



South to north

North Side of Monroe Drive



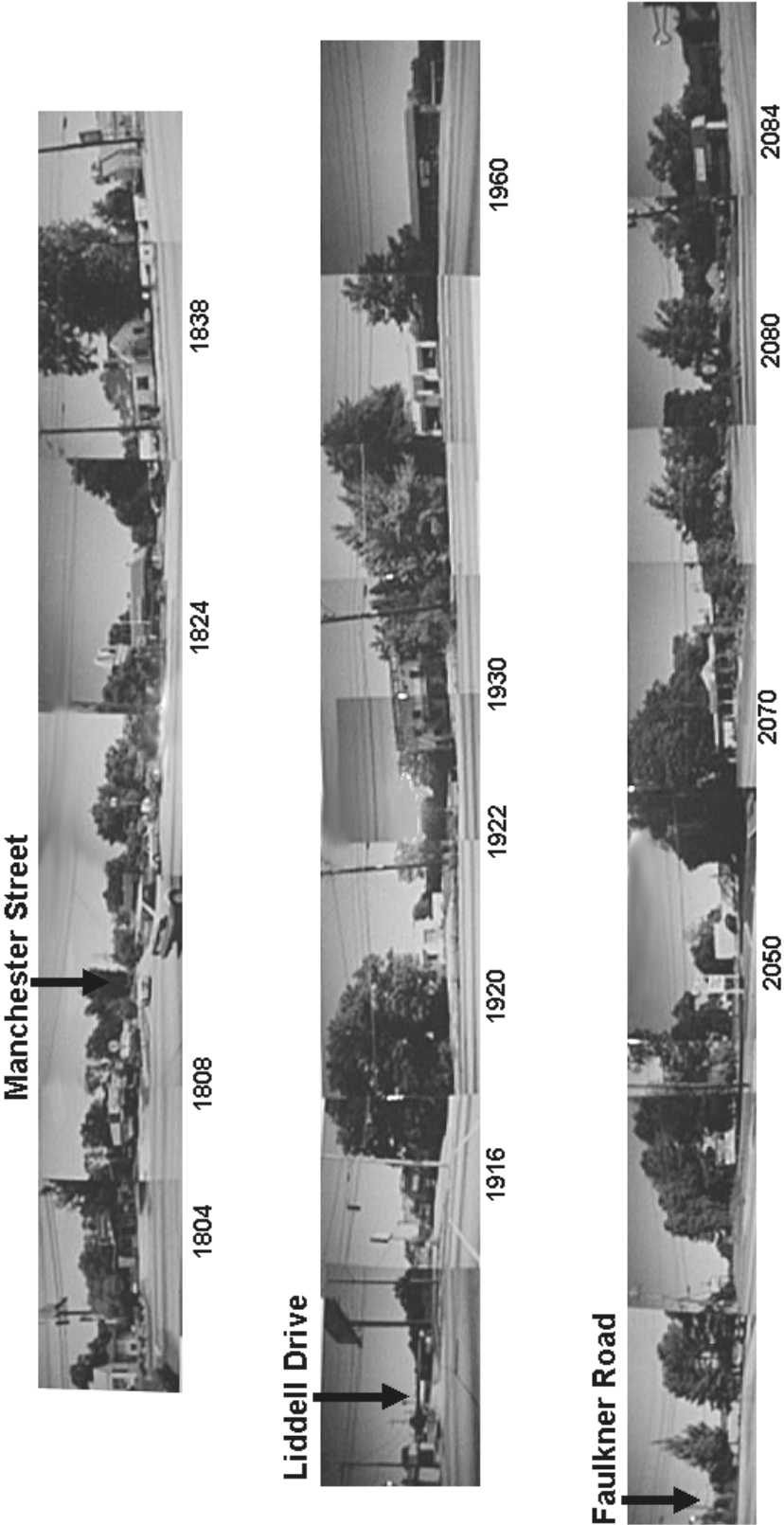
NE Side Piedmont Circle



Piedmont Road



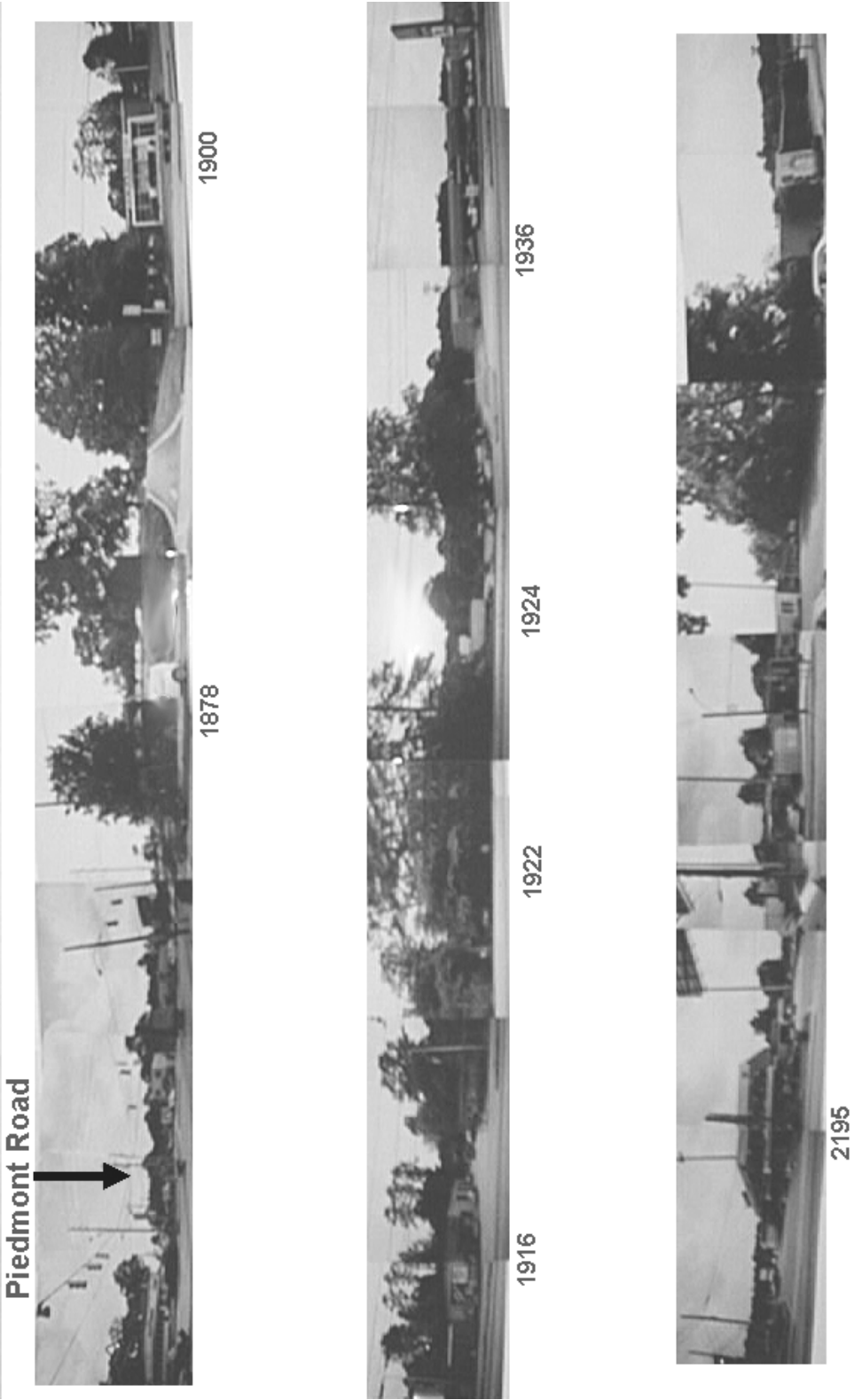
South to north



North to south



South to north



Business Inventory

Street	Number	Business	Phone No.	Parking Spaces	Shared	Total
Alco	1086	Opus 1 (same bldg. as 2280)	404.634.6478	14		14
Alco	1079	Cruikshank Renovation/Restoration	404.235.0988	5		5
Alco	1083	Lone Star Limo's		6		6
Alco	1085	Analytical & Research Laboratories	404.633.5374	5		5
Alco	1086	Opus 1	404.634.6478	12		12
Bismark Rd.	740	WPBA TV / WABE FM	404.827.8900	120		120
Chantilly Drive	2470	World Health Spa	404.634.2783	10		10
Chantilly Drive	2499	Black Forest	404.982.0651	25		25
Chantilly Drive	2519	Public Storage	404.321.2733	4		4
Chantilly Drive	2535	Budgetel Inn	404.321.0999	100		100
Chantilly Drive	2555	Rainwater Construction Co.	404.636.8615	17		17
Chantilly Drive	2565	vacant				
Chantilly Drive	2575	Georgia Firefighters Burn Foundation	404.320.6223	15		15
Chantilly Drive	2585	Parsons Engineering Science, Inc.	404.325.5923			
Cheshire Bridge Rd.	1739	Roy - Public Relations	404.874.7119	22 shared	w/1739	22
Cheshire Bridge Rd.	1739	Inserrection- Adult Ent.	404.875.9200	22 shared	w/1739	
Cheshire Bridge Rd.	1740A	Franco's Pizza & Grill		30 shared	w/1740	30
Cheshire Bridge Rd.	1740B	Kay's Cleaners		30 shared	w/1740	
Cheshire Bridge Rd.	1747	Bakery (vacant)		23 shared	w/1769	23
Cheshire Bridge Rd.	1752	Madam Bell Fortunate Teller	404.873.4398	5		5
Cheshire Bridge Rd.	1758	Stampato Home & Garden		4		4
Cheshire Bridge Rd.	1764	Ursula's Cooking School	404.876.7463	28		28
Cheshire Bridge Rd.	1769	Photography Center of Atlanta	404.872.7262	23 shared	w/1747	
Cheshire Bridge Rd.	1776	Nakato Japanese Restaurant	404.873.6582	30		30
Cheshire Bridge Rd.	1782	Marra's Grill	404.874.7347	18		18
Cheshire Bridge Rd.	1783	Rhodes Bakery	404.876.3783	30		30
Cheshire Bridge Rd.	1785	Warren Epstein & Associates - Architects	404.873.5111	8		8
Cheshire Bridge Rd.	1789	Industry Restaurant	404.817.3722	50		50
Cheshire Bridge Rd.	1790	strip mall		47		47
Cheshire Bridge Rd.	1790	Carlo's Hair Studios	404.874.9096	47 shared	strip mall	
Cheshire Bridge Rd.	1790	Clothes Lion	404.873.3373	47 shared	strip mall	
Cheshire Bridge Rd.	1790	Redi-Print	404.876.2930	47 shared	strip mall	
Cheshire Bridge Rd.	1790	Baretto Insurace	404.873.2536	47 shared	strip mall	
Cheshire Bridge Rd.	1803	vacant				
Cheshire Bridge Rd.	1804	1-HR Martinizing - Dry Cleaners	404.876.2181	8	w/1810	8
Cheshire Bridge Rd.	1808	Johnny's Pizza	404.874.8304	19	w/1804	19
Cheshire Bridge Rd.	1824	vacant		40		40
Cheshire Bridge Rd.	1838	Out of the Attic Antiques	404.876.0207	9		9
Cheshire Bridge Rd.	1840	Work of Art - Gallery & Studios	404.876.6719	16	w/1842	16
Cheshire Bridge Rd.	1841	Wood Services		85 shared	w/1841-1859R	85

Appendix

Cheshire Bridge Rd.	1842	Las Margaritas - Restaurant	404.873.4464	15	w/1840	15
Cheshire Bridge Rd.	1845	Cache' Antiques & Flea Market	404.815.0880	85 shared	w/1841-1859R	
Cheshire Bridge Rd.	1846	Downs Safe & Lock Co.	404.873.2515	18		18
Cheshire Bridge Rd.	1851	DUI - Defense Driving School	404.876.0002	85 shared	w/1841-1859R	
Cheshire Bridge Rd.	1853	A Flea Antique II	404.872.4342	85 shared	w/1841-1859R	
Cheshire Bridge Rd.	1857	Budget Furniture		85 shared	w/1841-1859R	
Cheshire Bridge Rd.	1858	NAPA Auto Parts	404.873.6201	6 front + 9 rear		15
Cheshire Bridge Rd.	1859	Cheshire Antique	404.733.5599	85 shared	w/1841-1859R	
Cheshire Bridge Rd.	1859R	Buckhead Finishing Studio	404.892.1515	85 shared	w/1841-1859R	
Cheshire Bridge Rd.	1862	Office Furniture Outlet		16		16
Cheshire Bridge Rd.	1865	Cheshire Motor Inn	404.872.9628		w/1879	
Cheshire Bridge Rd.	1879	The Colonnade Restaurant	404.874.5642		w/	
Cheshire Bridge Rd.	1886	Binswanger Glass	404.873.1888	20 front + ? rear		20
Cheshire Bridge Rd.	1888	Palomino Club - Adult Entertainment	404.876.9992	50		50
Cheshire Bridge Rd.	1890	Club Menergy - Adult Entertainment		16		16
Cheshire Bridge Rd.	1891	Uptown Novelty - Adult Entertainment	404.875.8812	32 shared	w/1893 + 1899	32
Cheshire Bridge Rd.	1893	Naughty Girls Lingerie- Adult	404.872.2055	32 shared	w/1891 + 1899	
Cheshire Bridge Rd.	1899	Terrific Package Store - liquor	404.872.4294	32 shared	w/1891 + 1893	
Cheshire Bridge Rd.	1916	Showgirls - Adult (John Hunsinger)	881.6813	6		6
Cheshire Bridge Rd.	1920	Designsense, Inc.	404.872.0960	8		8
Cheshire Bridge Rd.	1922	Advanced Wood Products	404.892.5622	8		8
Cheshire Bridge Rd.	1923	Barber Shop		3		3
Cheshire Bridge Rd.	1927	Milou's Market	404.892.8296	45 shared	w/1931 + 1945	45
Cheshire Bridge Rd.	1931	Ninos Italian Restaurant	404.874.6505	45 shared	w/1927 + 1945	
Cheshire Bridge Rd.	1930	Dixie Ornamental Iron	404.873.8088	6		6
Cheshire Bridge Rd.	1945	D & H Auto Sales		45 shared	w/ 1927 + 1931	
Cheshire Bridge Rd.	1960	Open By Chance - Antiques		6		6
Cheshire Bridge Rd.	1965	DOT - Maintenance Headquarters	404.656.5314	50		50
Cheshire Bridge Rd.	1984	Kelco Roofing	404.875.8496	4 front + 30 rear		34
Cheshire Bridge Rd.	1989	Alfredo's Restaurant	404.876.1380	10		10
Cheshire Bridge Rd.	1999	auto shop		16		16
Cheshire Bridge Rd.	2000	Cheshire Ponte Strip Mall		68	strip mall	68
Cheshire Bridge Rd.	2000A	El Rinconcito - Spanish Grocer	404.636.8714	68 shared	strip mall	
Cheshire Bridge Rd.	2000A	Fonda Taina - Puerto Rican Restaurant	404.636.3230	68 shared	strip mall	
Cheshire Bridge Rd.	2000B	Rock Paper Scissors - Gifts/Party Supplies		68 shared	strip mall	
Cheshire Bridge Rd.	2000C	Hairanoia - Hair Salon	404.321.5775	68 shared	strip mall	
Cheshire Bridge Rd.	2000D	Titan Games & Comics	404.982.0227	68 shared	strip mall	
Cheshire Bridge Rd.	2000E	Jack Haraman Sports - Clothing		68 shared	strip mall	
Cheshire Bridge Rd.	2000F	Fine First Editions - Rare & Signed Books		68 shared	strip mall	
Cheshire Bridge Rd.	2000G	Gotta Dance Co.	404.329.9598	68 shared	strip mall	

Appendix

Cheshire Bridge Rd.	2000J	trucking service		68 shared	strip mall	
Cheshire Bridge Rd.	2043	Bare Necessities - Adult		75 shared	w/2065	70
Cheshire Bridge Rd.	2050	Doll House - Adult	404.634.0666	70		
Cheshire Bridge Rd.	2065	Coconut Club & Restaurant		75 shared	w/2043	
Cheshire Bridge Rd.	2069	The Heretic - Club & Restaurant	404.325.3061	100		
Cheshire Bridge Rd.	2070	Forresters - Lawn & Garden	404.325-0333	20		
Cheshire Bridge Rd.	2080	California Mart	404.320.6747	7	2 more w/2084	7
Cheshire Bridge Rd.	2080B	Trop-Aquarium	404.325.6740	4 shared	w/2084B	4
Cheshire Bridge Rd.	2084	Imported Restaurant Specialties	404.325.0585	4	2 more w/2080	4
Cheshire Bridge Rd.	2084B	Dee Danneman & Son - Signs	404.634.0496	4 shared	w/2080B	
Cheshire Bridge Rd.	2100	Newburger Andes strip mall	404.256.3061	32	strip mall	32
Cheshire Bridge Rd.	2100E	The Computer Exchange	800.304.4639	32 shared	strip mall	
Cheshire Bridge Rd.	2100F	H&W Dental Labratory	404.633.4162	32 shared	strip mall	
Cheshire Bridge Rd.	2100G	Aayus Title Pawn	404.982.0003	32 shared	strip mall	
Cheshire Bridge Rd.	2100H	Hinton & Hinton Fashions	404.325.0057	32 shared	strip mall	
Cheshire Bridge Rd.	2100?	Tanya's hair Designs	404.636.7225	32 shared	strip mall	
Cheshire Bridge Rd.	2100	The Red Snapper - Seafood Restaurant	404.634.8947	32 shared	strip mall	
Cheshire Bridge Rd.	2124	Hellenic Center	404.636.1871	150		150
Cheshire Bridge Rd.	2165	strip mall		80	strip mall	80
Cheshire Bridge Rd.	2165-1	Domino's Pizza	404.636.5164	80 shared	strip mall	
Cheshire Bridge Rd.	2165-2	Acceptance Insurance	404.320.2020	80 shared	strip mall	
Cheshire Bridge Rd.	2165-3	Dry Cleaners		80 shared	strip mall	
Cheshire Bridge Rd.	2165-4	Framing by Design	404.325.1254	80 shared	strip mall	
Cheshire Bridge Rd.	2165-5	International Bakery	404.636.7580	80 shared	strip mall	
Cheshire Bridge Rd.	2165-6	Sundown Café	404.321.1118	80 shared	strip mall	
Cheshire Bridge Rd.	2165-7	Atlanta Water Gardens	404.235.0739	80 shared	strip mall	
Cheshire Bridge Rd.	2170	Residential Hi-Rise		42		42
Cheshire Bridge Rd.	2171	Ledbetter Roofing	404.634.3306	10		10
Cheshire Bridge Rd.	2175	Poster Hut	404.633.7491	20		20
Cheshire Bridge Rd.	2179	A Cherub's Attic		9		9
Cheshire Bridge Rd.	2184	Hong Kong Harbor Chinese Restaurant	404.325.7630	27		27
Cheshire Bridge Rd.	2195-7	parking for 2196 (San Gennaro)		50		50
Cheshire Bridge Rd.	2196	San Gennaro Italian Restaurant	404.636.9447	30 + rear lot ?		30
Cheshire Bridge Rd.	2200	Youth Furniture by New Baby Products	404.321.3874	19		19
Cheshire Bridge Rd.	2200	New Baby Products	404.321.3874	16		16
Cheshire Bridge Rd.	2205	Southern Nights Video	404.728.0701	40		40
Cheshire Bridge Rd.	2206	Cheshire Animal Clinic	404.320.6555	15		15
Cheshire Bridge Rd.	2212 (?)	Black Jack Body Shop				
Cheshire Bridge Rd.	2215	Life South Community Blood Center		30		30
Cheshire Bridge Rd.	2216	Hoa-Binh Market	404.636.7165	17	w/2216- 20	17
Cheshire Bridge Rd.	2216	Pho Hoa Binh Restaurant		8	w/2216- 20	8
Cheshire Bridge Rd.	2220	Kim's Alterations	404.633.1066	2	w/2216- 20	2
Cheshire Bridge Rd.	2225	Little Bangkok Restaurant	404.315.1530	10		10
Cheshire Bridge Rd.	2230	Cheshire Place Condominiums	404.633.0566	65 shared	w/2230- 50	65

Appendix

Cheshire Bridge Rd.	2240	Cheshire Place Condominiums	404.633.0566	65 shared	w/2230-50	
Cheshire Bridge Rd.	2250	Cheshire Place Condominiums	404.633.0566	65 shared	w/2230-50	
Cheshire Bridge Rd.	2235	Appliance Showcase	404.728.0036	10	w/2225	10
Cheshire Bridge Rd.	2239	Citgo - Gas Station		15		15
Cheshire Bridge Rd.	2264	Waffle House Restaurant	404.634.9414	23	w/2225	23
Cheshire Bridge Rd.		Sam's Corner		35	strip mall	35
Cheshire Bridge Rd.	2261	Checks Cashed		35 shared	strip mall	
Cheshire Bridge Rd.	2269	Bamboo Luau's Chinatown	404.636-9131	35 shared	strip mall	
Cheshire Bridge Rd.	2271	Pawn		35 shared	strip mall	
Cheshire Bridge Rd.	2273	Tattoos		35 shared	strip mall	
Cheshire Bridge Rd.	2275	Starship - Adult	404.320.9101	35 shared	strip mall	
Cheshire Bridge Rd.	2277	Dunk 'n Dine	404.636.0197	70 shared	w/2297 & 2299	70
Cheshire Bridge Rd.	2280	Professional Cleaners		17 shared	w/2280-90	17
Cheshire Bridge Rd.	2284	24K Club (rear of 2280)	404.320.1923	63		63
Cheshire Bridge Rd.	2290	2 vacant stores (same bldg. as 2280)		17 shared	w/2280-90	
Cheshire Bridge Rd.	2297	European Dry Cleaners	404.634.3050	70 shared	w/2277 & 2299	
Cheshire Bridge Rd.	2299	Happy Herman - Restaurant	404.321.3012	70 shared	w/2277 & 2297	
Cheshire Bridge Rd.	2301	Ace Hardware	404.636.1401	5		5
Cheshire Bridge Rd.	2306	Precision Tune Auto Care	404.633.9493	9		9
Cheshire Bridge Rd.	2319	Fina - Gas Station		8		8
Cheshire Bridge Rd.	2320	BP - Gas Station	404.325.3690	7		7
Cheshire Bridge Rd.	2321	The Original Pancake House	404.633.5677	25		25
Cheshire Bridge Rd.	2323	Showcase Photography	404.325.7676	67		67
Cheshire Bridge Rd.	23xx	Tara Cinema		97		97
Cheshire Bridge Rd.	2325	Tara Antiques	404.325.2600	75 shared	w/1170	
Cheshire Bridge Rd.	2329	Club 112	404.261.0155	100 shared	w/2335-45(6)	100
Cheshire Bridge Rd.	2329	The Wish-Fulfilling Tree	404.634.9474	100 shared	w/2335-45(6)	
Cheshire Bridge Rd.	2329	Baitong Thai Restaurant	404.728.9040	100 shared	w/2335-45(6)	
Cheshire Bridge Rd.	2330	Lindbergh Crossing				
Cheshire Bridge Rd.	2335	Return to Eden - Vegetarian Grocer	404.320.3336	80 shared	w/2329-45(6)	80
Cheshire Bridge Rd.	2345-1	Buddies - tavern	404.634.5895	32 shared	w/2345(1-5)& Tara	32
Cheshire Bridge Rd.	2345-2	Atlanta Quadrant Directory		32 shared	w/2345(1-5)& Tara	
Cheshire Bridge Rd.	2345-3	RJ-I Salon	404.633.7455	32 shared	w/2345(1-5)& Tara	
Cheshire Bridge Rd.	2345-4	Atlanta Business Center		32 shared	w/2345(1-5)& Tara	
Cheshire Bridge Rd.	2345-5	Positivity Wellness Center - Chiropractor		32 shared	w/2345(1-5)& Tara	
Cheshire Bridge Rd.	2345-6	South of France Restaurant	404.325.6963	80 shared	w/2329-35	
Cheshire Bridge Rd.	2349	Southtrust Bank	404.321.3008	25		25
Cheshire Bridge Rd.	2350	new development				

Appendix

Cheshire Bridge Rd.	2353	Spur - Gas Station	404.320.6260	10		10
Cheshire Bridge Rd.	2416	Highland Automotive	404.728.9090	34		34
Cheshire Bridge Rd.	2419	Wachovia Bank	404.329.1803	20		20
Cheshire Bridge Rd.	2420	vacant property - bulldozed		11		11
Cheshire Bridge Rd.	2422	vacant property - bulldozed		7		7
Cheshire Bridge Rd.	2430	vacant property - bulldozed		8		8
Cheshire Bridge Rd.	2436	vacant property - bulldozed				
Cheshire Bridge Rd.	2441	FedEx Plaza	770.448.6400	98	strip mall	98
Cheshire Bridge Rd.	2441-110	Dentist - Joseph S. Lau, D.D.S.	404.321.0011	98 shared	strip mall	
Cheshire Bridge Rd.	2441-120	Glass Art		98 shared	strip mall	
Cheshire Bridge Rd.	2441-140	Patient's Pharmacy	770.825.0767	98 shared	strip mall	
Cheshire Bridge Rd.	2441-200	FedEx (2nd story)		98 shared	strip mall	
Cheshire Bridge Rd.	2448	Exxon - Gas Station		10		10
Cheshire Bridge Rd.	2470	Atlanta Commercial Builders - Ceco Bldgs.	looks vacant			
Cheshire Bridge Rd.	2489	Cheshire Bridge Road Self Storage	404.248.0855	6		6
Faulkner Rd.	2084	Acrylic Acumen	404.634.8991	14		14
Faulkner Rd.	2090	Better Equip. Center of Atlanta - IBM Dealer		24		24
Faulkner Rd.	2091			150 shared	warehouse	150
Faulkner Rd.	2093			150 shared	warehouse	
Faulkner Rd.	2099			150 shared	warehouse	
Faulkner Rd.	2100	Jim Thomson Thai Silk	404.325.5004	10		10
Faulkner Rd.	2101			150 shared	warehouse	
Faulkner Rd.	2103			150 shared	warehouse	
Faulkner Rd.	2105			150 shared	warehouse	
Faulkner Rd.	2107	Warehouse One Recording/Rehearsal Studios	404.634.3755	150 shared	warehouse	
Faulkner Rd.	2109			150 shared	warehouse	
Faulkner Rd.	2111	Warlords Inc.	404.315.9000	150 shared	warehouse	
Faulkner Rd.	2112	Warehouse Tools Inc.		20		20
Faulkner Rd.	2115	The Chamber	404.248.1612	150 shared	warehouse	
Faulkner Rd.	2128	Indonesian Antiques (Gallman Realty)	404.584.0101	20		20
Faulkner Rd.	2138	Golden View	404.248.1818	35 shared	w/2152	35
Faulkner Rd.	2152	JE Grocery Wholesale	404.325.7797	35 shared	w/2138	
Faulkner Rd.	2156	Cine Transfer - Motion Picture/Film/Video	404.633.0576	25		25
Faulkner Rd.	2201	Mid City Fitness Center	404.321.6507	150 shared	warehouse	150
Faulkner Rd.	2207			150 shared	warehouse	
Faulkner Rd.	2209			150 shared	warehouse	
Faulkner Rd.	2213			150 shared	warehouse	
Faulkner Rd.	2215			150 shared	warehouse	

Appendix

Faulkner Rd.	2225			150 shared	warehouse	
Faulkner Rd.	2227	Master Framing & Conservation Studio	404.982.0168	150 shared	warehouse	
Faulkner Rd.	2231	Wesley Woods, Inc.-Geriatric Center @ Emory		150 shared	warehouse	
Faulkner Rd.	2233			150 shared	warehouse	
Faulkner Rd.	2237	Active Lighting	404.633.3527	150 shared	warehouse	
Faulkner Rd.	2239	Precision Printing		150 shared	warehouse	
Faulkner Rd.	2241	F.F. Clothing		150 shared	warehouse	
Lambert Drive	645	Lane Group Graphics	404.875.8900	5		5
Lambert Drive	655	Reprographics Imaging		125		125
Lambert Drive	685	Georgia Federal bank		35		35
Lambert Drive	733	Corporate Express	404.873.5219	30 shared	strip mall	30
Lambert Drive	737	Minitech		30 shared	strip mall	
Lambert Drive	739			30 shared	strip mall	
Lambert Drive	740	Metalico				
Lambert Drive	741	Byte Vault Component Systems		30 shared	strip mall	
LaVista Rd.	1170	Fred Astaire Dance Studio	404.321.0306	75 shared	w/2325	75
Lenox Rd.	2572	Tempo Parkway Apartments	404.237.8666			
Lenox Rd.	across st.	for sale - vacant Julian LeCraw				
Lidell	2050	Futo's Buckhead Auto Shop	404.876.7358	6		6
Lidell	2055	Service Box & Tape Co.	404.874.0460	10		10
Lidell	2060	Butler Lawn & Garden		6		6
Lidell	2065	Furniture Delivery Professionals	404.876.2223	10		10
Lidell	2070	SOLGAR Natural Vitamin Supplement	404.875.0613	30		30
Lidell	2075	ASV	404.876.3445	6		6
Lidell	2095	Tucker Hairloss Control Tech.	404.872.9900	30 shared	strip mall	30
Lidell	2097	L.H. Gunn Co.	404.875.2998	30 shared	strip mall	
Lidell	2099	Automotive Service & Repair	404.881.9400	30 shared	strip mall	
Lidell	2115			12 shared	w/2123	12
Lidell	2123	Austin Printing	404.875.9653	12 shared	w/2115	
Lidell	2127	Bellamy Printing Co.		16 shared	strip mall	16
Lidell	2131	Chip Jamison - photography	404.873.3636	16 shared	strip mall	
Lidell	2135	J.B. Barton, Jr. Co.	404.875.7548	16 shared	strip mall	
Lidell	2139	Alps Photo & Imaging	404.872.2577	16 shared	strip mall	
Lindbergh	1036	Loving hands Chiropractic	404.814.0361	5		5
Lindbergh	1042	The Ceramic Cottage	404.233.4826	5		5
Lindbergh	1058	For Sale				
Lindbergh	1085	Varsity Jr.	404.261.8843	85		85
Manchester	1996	T&M Tailoring Alterations	404.872.6027	3		3
Manchester	2000	Atlanta Taxi Meters	404.872.5232	2		2
Manchester	2006	Auto Wholesalers	404.874.9005	2		2
Manchester	2010	Ansley Park Plumbing	404.872.5788	3		3
Manchester	2011	CFM&M Architects, Inc.	404.873.2152	16		16
Manchester	2016			3		3

Appendix

Manchester	2020			3		3
Manchester	2021	Hunter Heating & AC	404.876.2270	4		4
Manchester	2024	Crown Cab	404.898.0554	4		4
Manchester	2029	Auto Repairs by Patrick	404.875.2823	4		4
Manchester	2030	owned by 2021		4		4
Manchester	2035	MM Architects		4		4
Manchester	2036	Renaissance Restorations /	404.881.9588	3		3
Manchester		Studio 920 Hair & Body	404.249.9502	8		8
Manchester	2045	Intern'l Society on Hypertension in Blacks	404.875.6263	10		10
Manchester	2051	Harris & Wilemon Salvage Co. Inc.	404.873.1124	6		6
Manchester	2059					
Manchester	2064	Habersham Gardens	404.873.4702			
Piedmont	1865	Pot 'n' Pan Rest	404.874.0340	30 shared	w/1869	30
Piedmont	1869	Piedmont Pawn	404.874.2032	30 shared	w/1865	
Piedmont	1874	Piedmont Pointe - strip commercial		200	strip mall	200
Piedmont	101A	Altanta Autotown Insurance		200 shared	strip mall	
Piedmont		Blockbuster Video	404.881.0543	200 shared	strip mall	
Piedmont		Ati Auto Insurance		200 shared	strip mall	
Piedmont		Patient's Pharmacy	404.870.9999	200 shared	strip mall	
Piedmont	300C	Russell Associates	404.874.5004	200 shared	strip mall	
Piedmont	305C	Distincitve Look	404.875.3344	200 shared	strip mall	
Piedmont	310C	Georgia Appraisal Group	404.872.2012	200 shared	strip mall	
Piedmont	320C	Phoenix Luxury Car and Limo	404.876.7474	200 shared	strip mall	
Piedmont	340C	HD Computer Solutions	404.892.9669	200 shared	strip mall	
Piedmont	345C	Pony Express Courier		200 shared	strip mall	
Piedmont	350C	Variety Gram		200 shared	strip mall	
Piedmont	360C	Riddle & Associates	404.876.1988	200 shared	strip mall	
Piedmont	365C	Master Mind Printing		200 shared	strip mall	
Piedmont	370C	State Farm Insurance	404.892.0101	200 shared	strip mall	
Piedmont	375C	Zac Pasmanick	404.874.7653	200 shared	strip mall	
Piedmont	385C	GoGo Tours	404.872.8821	200 shared	strip mall	
Piedmont	390C	Allied Limo	404.875.5335	200 shared	strip mall	
Piedmont	405D	Star Group Insurance	404.874.7139	200 shared	strip mall	
Piedmont	410D	Corpus Connection	404.874.8877	200 shared	strip mall	
Piedmont	415D	David Salon	404.875.6004	200 shared	strip mall	
Piedmont	418D	Apartments Plus	404.888.9744	200 shared	strip mall	
Piedmont	420D	United Appraisal Associates	404.876.7711	200 shared	strip mall	
Piedmont	425D	More Management International	404.261.2424	200 shared	strip mall	
Piedmont	430D	New York Brunch Basket	404.872.1322	200 shared	strip mall	
Piedmont	440D	June Powers Designs	404.724.9010	200 shared	strip mall	
Piedmont	450D	Sure Shot	404.892.7744	200 shared	strip mall	
Piedmont	460D	J.M. Clayton Co.	404.892.1953	200 shared	strip mall	
Piedmont	465D	Omega Taxi	404.249.9830	200 shared	strip mall	
Piedmont	470D	James E. Strack & Associates-architects	404.876.0101	200 shared	strip mall	
Piedmont	475D	Advice Advertising Inc.	404.874.5088	200 shared	strip mall	
Piedmont	480D	Robbie A. Lamping L.C.S.W.		200 shared	strip mall	
Piedmont	490D	Autobuffs Profesional	404.888.0053	200 shared	strip mall	

Appendix

Piedmont	495D	Fat Cat Systems		200 shared	strip mall	
Piedmont	500E	Summit Medical Associates	404.607.0042	200 shared	strip mall	
Piedmont	510E	Old New York Book Shop	404.881.1285	200 shared	strip mall	
Piedmont	550E	World's Best Travel	404.864.1692	200 shared	strip mall	
Piedmont	555E	The Nugent Group		200 shared	strip mall	
Piedmont	560E	Scott Banker & Associates, Inc.	404.888.9464	200 shared	strip mall	
Piedmont	575E	Ridgebrook Properties, Inc.	404.872.5022	200 shared	strip mall	
Piedmont	580E	Orkin	404.888.2000	200 shared	strip mall	
Piedmont	590E	Libertarian Party	404.888.9468	200 shared	strip mall	
Piedmont	595E	Atlanta Entertainment Media	404.874.2710	200 shared	strip mall	
Piedmont		Rock Springs Plaza		15	plaza	15
Piedmont	1873	Smokehouse Ribs	404.607.0474	15 shared	plaza	
Piedmont	1875	Action Vacuum	404.876.8655	15 shared	plaza	
Piedmont	1877	The Best of Creole - take out	404.875.6602	15 shared	plaza	
Piedmont	1879	A-Abbey Auto Insurance	404.892.2864	15 shared	plaza	
Piedmont	1881	Adera Beauty / Barber	404.872.1833	15 shared	plaza	
Piedmont	1885	Minit Stop Convenience	404.873.2246	15 shared	plaza	
Piedmont	1889	Taco Cabana	404.874.6152	50		50
Piedmont	1896					
Piedmont	1900			10		10
Piedmont	1905	Hot Spot	404.892.0063	30		30
Piedmont	1907A	For Lease	770.922.1818			
Piedmont	1907B	NOPI Imported Car Parts	404.815.9500			
Piedmont	1916	J.W.'s Health	404.892.4965	16		16
Piedmont	1919	Domus Interior Design	404.872.1050	40		40
Piedmont	1924	The Otherside Lounge	404.875.5238	25		25
Piedmont	1940	Wendy's - Restaurant	404.876.8250	32		32
Piedmont	1959	Mobile Comm & Carrier Roberts Eng.	404.873.1076	13		13
Piedmont	2055	Baker Imported Auto Parts	404.892.5151	5		5
Piedmont	2065	Buckhead Plating, Inc.	404.249.9585	10		10
Piedmont	2075A	Tattletale - adult	404.873.2294	80 shared	w/2075B	80
Piedmont	2075B			80 shared	w/2075A	
Piedmont	2087	Looks of Atlanta - Lingerie	404.875.9291	5		5
Piedmont	2102	Del Taco/Mrs. Winners		80		80
Piedmont	2115	Comfort Inn	404.876.4444	120 shared	w/Chef's	120
Piedmont		Chef's Café		120 shared	w/2115	
Piedmont Cir.	1878	Cash 4 Titles		22		22
Piedmont Circle	1900	Richard's Buckhead Collision	404.873.4071	30		30
Piedmont Circle	1905	The Male Room	404.876.1312	10		10
Piedmont Circle	1907	Living Lingerie Modeling	404.892.1404	10		10
Piedmont Circle	1911	Buckhead Animal Clinic	404.873.3771	25		25
Piedmont Circle	1916	Pete Levine's Auto Service	404.875.7212	15		15
Piedmont Circle		Parking Lot For Sale	404.876.1640	50		50
Piedmont Circle	1922	Doppler Studios	404.873.6941	64		64
Piedmont Circle	1924	Jezebel & Southeastern Summit		15		15
Piedmont Circle		Express Lane / Sugar Daddy		180		180
Piedmont Circle	1927	Don Juan's Tapas Restaurant	404.874.4285	12		12

Appendix

Piedmont Circle	1929	Mundo Hispanico - Hispanic Newspaper	404.881.0441			
Piedmont Circle	1931			20		20
Piedmont Circle		Denny's Restaurant		30		30
Piedmont Circle	1944	Intown Suite Apartments	404.875.0047	130		130
Piedmont Circle	1951					
Piedmont Circle	1953					
Piedmont Circle	2161	For Sale		16		16
Piedmont Circle		Fire Station		30 shared	w/ 2195	30
Piedmont Circle	2195	Chevron		30 shared	w/ 2185	
Piedmont Circle	2200	BP - gas station		6		6
Piedmont Rd.	1903	Brake-O	404.873.4351	15		15
Sheridan	1135	Fuzionwerks Inc.		22 shared	w/1135	22
Sheridan	1135	Kermit B. Marsh & Assoc. - Architects	404.320.1124	22 shared	w/1135	
Sheridan	1135	Showcase Communications	404.636.8666	22 shared	w/1135	
Sheridan	1135	The Showcase School	404.325.7676	22 shared	w/1135	
Sheridan	1141	Kanes Benator & Co. - CPA	404.634.6165	30 shared	w/1141	30
Sheridan	1141	Steinberg & Associates Inc.	404.235.9997	30 shared	w/1141	
Sheridan	1145			10		10
Sheridan	1151	Home & Garden Design		12		12
Sheridan	1161	For Sale	770.449.5622			
Sheridan	1146	Highlands Montessori School /				
Sheridan	1146	The Brookvalley Church	404.633.9373	35		35
Squire	666	The Sign Post	404.876.2697	5		5
Squire	700					
					TOTAL	2,702

Appendix

Stormwater Flow Calculation (Q25)

Eh Highest Elevation Point
 El Lowest Elevation Point
 F Fall ($F=Ph-PI$)
 L Length from Hight Point to Low Point
 S Slope ($S=F/L$)

W Impervious Sidewalk Width
 Ai Impervious Drainage Area ($Ai=LW$)
 Aii Impervious Drainage Area in acres ($Aii=Ai/43560\text{acre}$)

W Pervious Landscape Width
 Ap Pervious Drainage Area ($Ap=LW$)
 App Pervious Drainage Area in acres ($App=Ap/43560\text{acre}$)
 p

A Total Drainage Area ($A=Aii+App$)

Ci Impervious Coefficient
 Cp Pervious Coefficient
 p
C Runoff Coefficient* [$C=(Ci(Ai)+Cp(Ap))/A$]

Time of Travel

I Intensity for 25-year rain storm

Q Maximum rate of runoff ($Q=CIA$)

Channel Design Capacity Calculation

D Channel Depth
 Wb Channel Bottom Bredth
 Wt Channel Top Bredth
 Ws Channel Side Width
 Z Channel Side Length ($Z=\text{sqrt of } Ws \text{ squared} + D \text{ squared}$)
 S Channel Side Slope ($S=D/W$)

Aw Wetted Area [$Aw=1/2(Wb+Wt)(D)$]
 Pw Wetted Perimeter [$Pw=2(Z)+Wb$]
 Rh Hydraulic Radius [$Rh=(Aw/Pw)$]

n Manning's n, natural channel with stone

Q Flow rate ($Q=1.486/n*Aw*Rh^{2/3}\text{power}*S^{1/2}\text{power}$)

North - from Lenox Rd to the Creek	South - from RR to the Creek
868 ft	860 ft
808 ft	808 ft
60 ft	52 ft
1400 ft	1100 ft
4.29%	4.73%
10 ft	10 ft
14000 sqft	11000 sqft
0.32 acres	0.25 acres
10 ft	10 ft
14000 sqft	11000 sqft
0.32 acres	0.25 acres
0.64 acres	0.50 acres
0.95	0.95
0.30	0.30
0.625	0.625
7 mins	7 mins
8.17 in/hr	8.17 in/hr
3.28 cfs	2.57 cfs
0.50 ft	0.50 ft
0.75 ft	0.75 ft
2.75 ft	2.75 ft
1.00 ft	1.00 ft
1.12 ft	1.12 ft
50%	50%
0.88 sqft	0.88 sqft
2.99	2.99
0.29	0.29
0.0354	0.0354
3.35 cfs	3.52 cfs

*Represents relationship of runoff to rainfall

Appendix

CHESHIRE BRIDGE ROAD COMMUNITY WORKSHOP

July 18, 1998

Name	Organization
Sergio Sarmiento	Rossini Architects
Bonnie Jackson	La Vista Park Civic Association
Gary McGinnes	Binswanger Gray
Stuart Green	Resident
Leonard Rodde	A Flea - Antique
Susan Starr	La Vista Park Civic Association & Cheshire Bridge Business Watch
Mike Starr	Sheridan Walk - La Vista Park Civic Association
Bill Elflein	Resident
Maria Rossini	Rossini Architects
Norman Mckay	Resident
Dan Metzler	Morningside resident
Ruth Reiter	Morningside resident
Louis Desfosses	Miloy's Market
Rick Kringel	Morningside resident
Steven Rowell	Resident
Gene Schimdt	La Vista Park Civic Association
J.D. Christy	NPU -F
Jeff Gates	La Vista Ace Hardware
John Brozovic	Halpern Ent
Sally Wissel	Lindridge Martin Manor
Bev Cook	The Heretic
Helen Robinson	Assistant to Councilmember Woolard
Tefera Muche	Cheshire Bridge Road
Wriston Jones	Morningside resident
Mike Dobbins	City of Atlanta, DPDNC
Jim Martin	State Representative
Tony & Helen Nosieltb	Nino's
James Strack, AIA	James E. Strack & Assoc. - Architects
Camille Sotis	San Gennaro & Cheshire Bridge Business Association
Catherine Donnolly	CFMM Architects & Cheshire Bridge Business Association
Alycen Whidden	City of Atlanta, DPDNC
Angie Moore	City of Atlanta, DPDNC
Caleb Racicot	City of Atlanta, DPDNC
Elizabeth Raife	City of Atlanta, DPDNC
Aaron Fortner	City of Atlanta, DPDNC
Christi Bowler	City of Atlanta, DPDNC
Enrique Bascuñana	City of Atlanta, DPDNC

Appendix

CHESHIRE BRIDGE ROAD COMMUNITY WORKSHOP

September 12, 1998

Name	Organization
Tina Rossini	Rossini Architects
Jane A. Barrett	Rossini Architects
Jeff Gates	La Vista Ace Hardware
Sergio Sarmiento	Rossini Architects
Alan Burton	Centennial Farms Dairy
Camille Sotis	San Gennaro restaurant
Bill Dunkley	Park Drive
Catherine Donnoly	CFM&M Architects
Brian Bolick	LRE Engineering/Dames & Moore
Bob Knoway	
Ida Danneman	Dee Danneman Signs
Dee Danneman	Dee Danneman Signs
Todd Noell	RCLC
Darrell Pearce	A Flea Antique II
Eudora Alston	Arnold Avenue
Gene Schimdt	LaVista Park Civic Association
Elizabeth Raife	City of Atlanta - DPDNC
Enrique Bascuñana	City of Atlanta - DPDNC
David Roberbin	Morningside Lenox Park Neighborhood Association
Ed Ellis	LRE Engineering/Dames & Moore
Caleb Racicot	City of Atlanta - DPDNC
Michele Waltenath	Palomino Club
Susan Starr	Neighbors of CBR
Michael Starr	Neighbors of CBR
Dan Metzler	Morningside Lenox Park Neighborhood Association
Ruth Reiter	Morningside Lenox Park Neighborhood Association
Sally Wissel	Lindridge Martin Manor Neighborhood Association
Sherry Jester	resident
Patty Farr	Lindbergh Crossing
Martha Porter Hall	Morningside Lenox Park Neighborhood Association
Aaron Fortner	City of Atlanta - DPDNC
Christi Bowler	City of Atlanta - DPDNC
Louis Desfossis	Milou's Market
Larry Lucas	City of Atlanta - DPDNC
Wendy Darling	
Phillip Haynes	
Joe Underground	Forrester's Flowers
Mary Dairi	
Shala Sega	Morningside Lenox Park Neighborhood Association/Architect
Ruth Spector	Artist
Nick Pejkas	Morningside Lenox Park Neighborhood Association

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zoning

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San Gennaro Italian Restaurant

Sundown Café

Rhodes Bakery

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The Varsity Jr.

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